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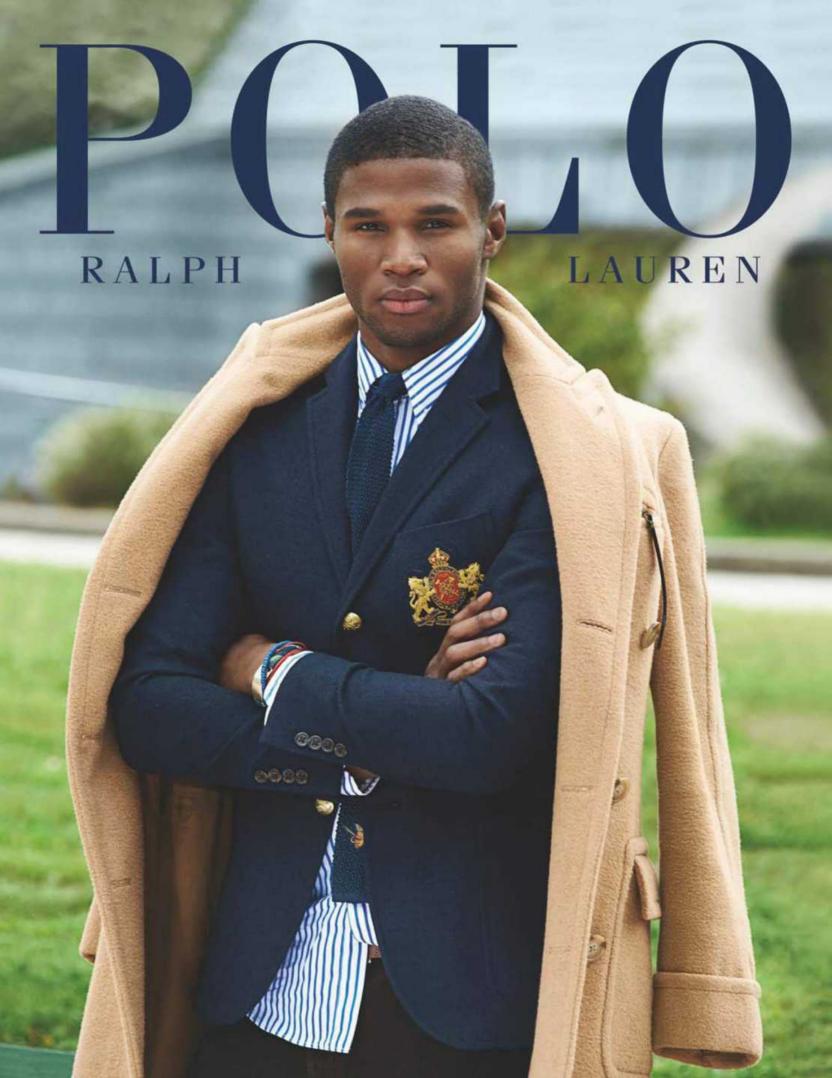
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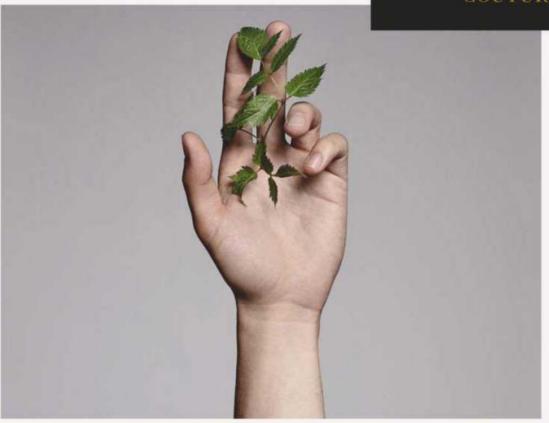
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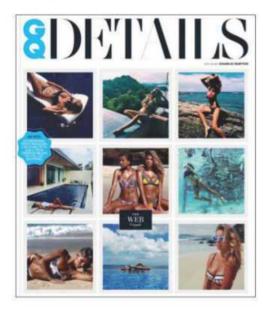
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Emily Ratajkowski by Mario Testino
Make friends with the dauntless Aphrodite who blurred the line between star and supermodel. INTERVIEW BY CHARLIE BURTON



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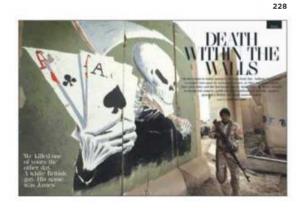
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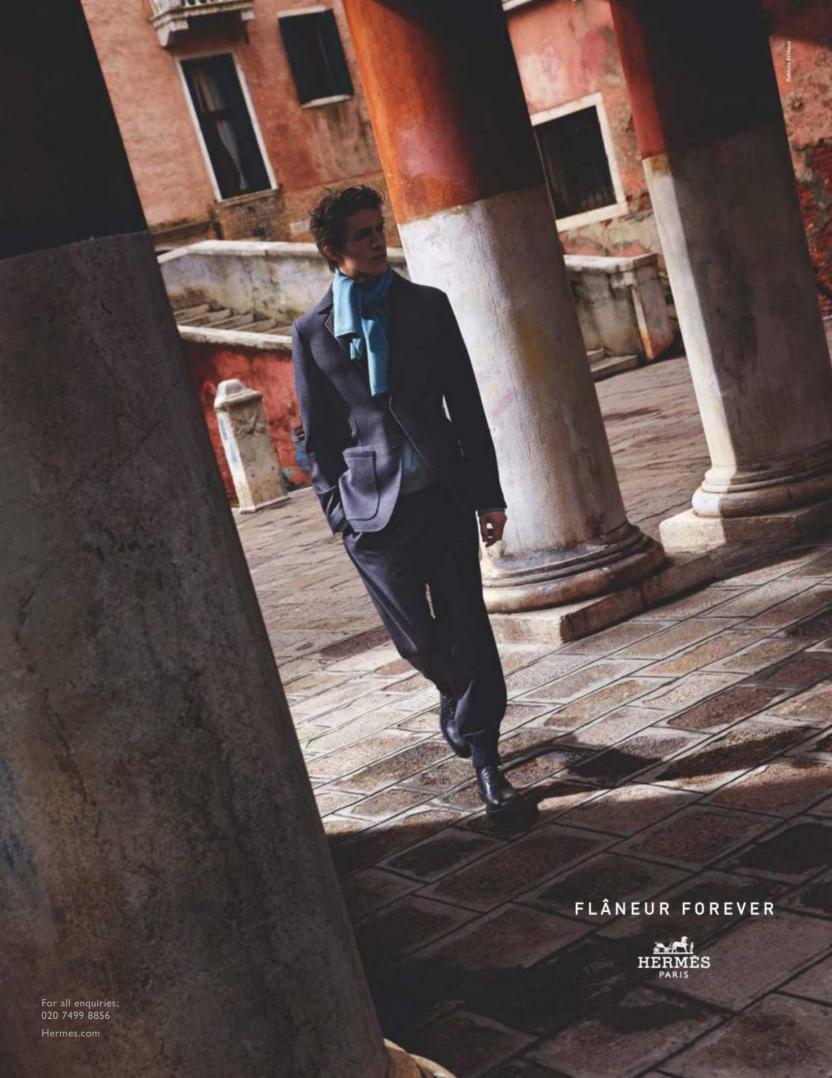
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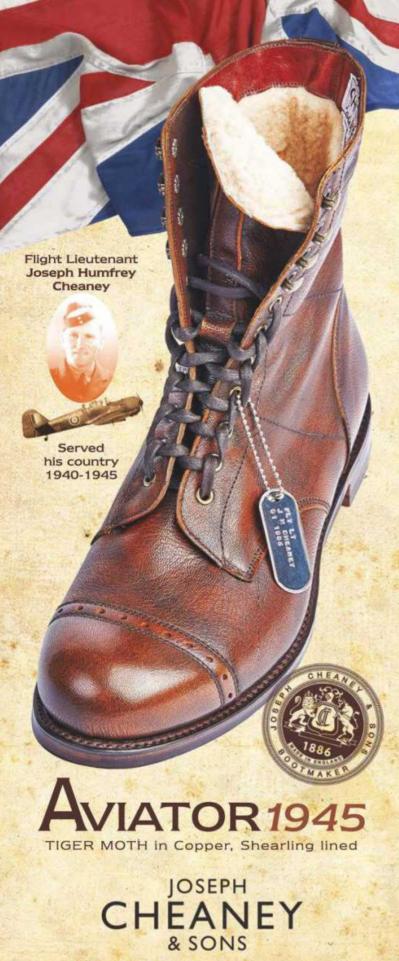
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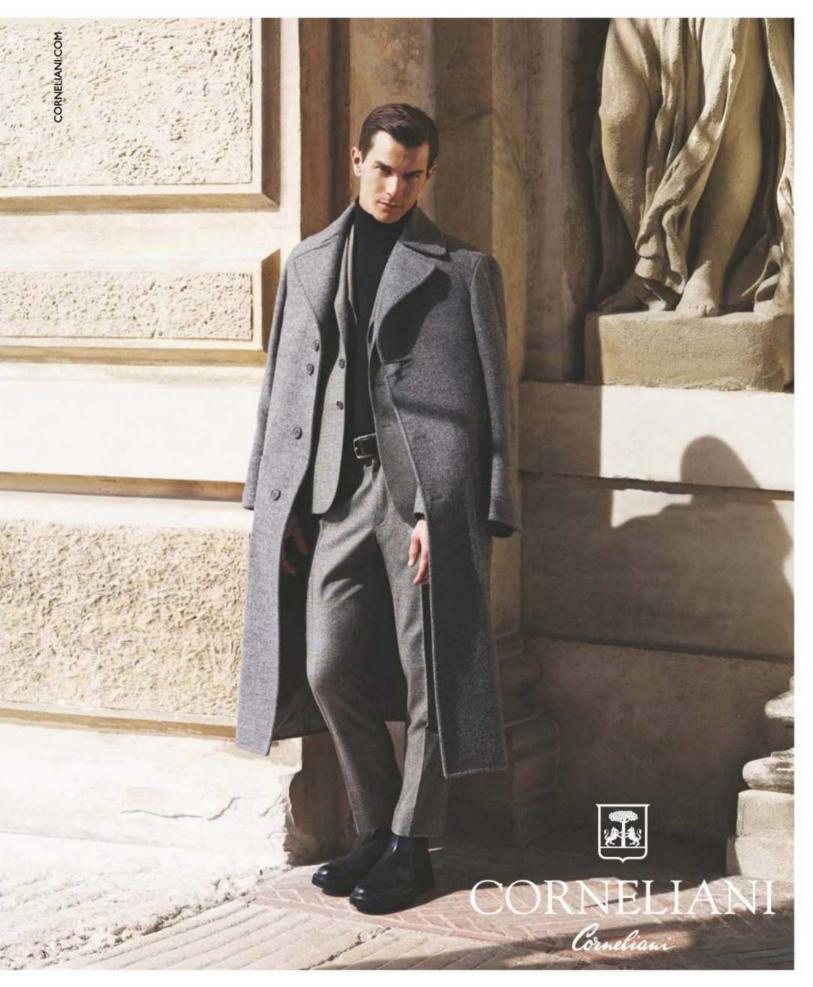
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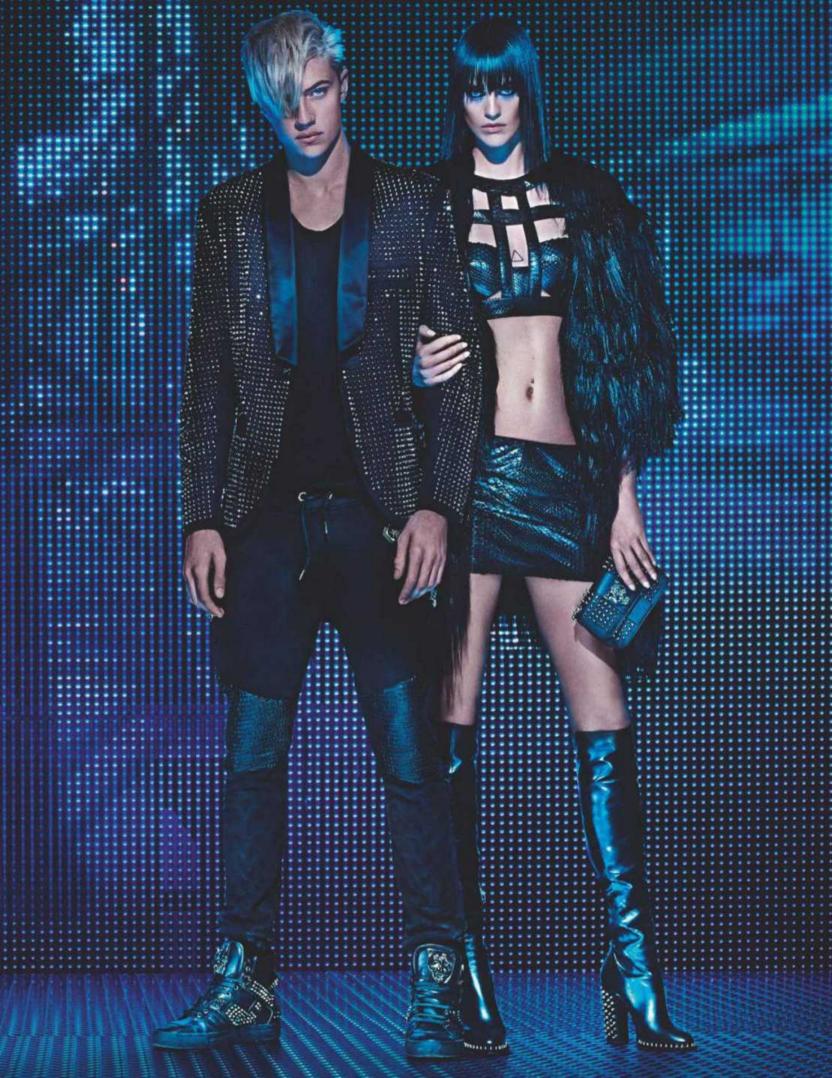
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Awards. Six years ago we instigated the GQ Car Awards. Five years ago we instigated the GQ Norman Mailer Writing Prize. And this year – with the help of Veuve Clicquot – we launched the GQ Food & Drink Awards. We thought there was a huge gap in the market as far as the food and beverage industry was concerned, a gap for awards that actually celebrated the people in restaurants, bars and hotels who do the work. We launched our awards a few months ago, and in the Bulgari Hotel managed to gather together every important player in the industry.

Fashion design is a global language and in London designers are so diverse they speak to the whole world



GQ has also been instrumental in the success of London Collections Men. Now in its seventh season, LCM has proved that there was a need and a genuine appetite for a men's fashion week in London. After only a few years, we now rival Milan, Paris and New York, and this season we hosted more than 150 fashion shows, presentations, dinners, cocktail parties and events, celebrating the likes of Burberry, Tom Ford, Alexander McQueen, Tommy Hilfiger, DSquared2, Craig Green, JW Anderson and Paul Smith.

LCM has already become a staple of the menswear calendar and is a fabulous way to kick off the season. We have all been overwhelmed by the enthusiasm for the project, and the ambition of all the many designers who are now showing here is incredibly infectious.

Each season for the past three-and-a-half years we've been able to boast that the event has expanded in influence and size. And once again, LCM has grown even bigger, as this season we welcomed 77 designers to the schedule and 68 designers to the Designer Showrooms.

As the world becomes more interconnected, London's relevance as the epicentre of menswear design becomes stronger. Menswear here continues to grow, and this year Mintel predicts that sales of menswear are set to reach an extraordinary £14.1 billion. Fashion design – a great celebration of creative freedom – is a global language, and it's here in London that the designers are so varied and so diverse they manage to speak to the whole world.

This season's London Collections was packed with shows, presentations, installations, exhibitions, dinners and parties – and although it all flew by in a blur, if you looked closely you'd have seen a fully connected community made up of recently graduated fashion

Fine lines (clockwise from top): London Collections Men's new Chinese ambassador Hu Bing: (from left) Nick Grimshaw, Robert Konjic, Dree Hemingway, Tinie Tempah, Lewis Hamilton, Sam Rollinson, Charlotte Wiggins and Theophilus London at the Coach show: Oliver Cheshire and David Gandy





EDITOR'S LETTER

design geniuses; designers who are setting the global fashion agenda; tailors who are upholding hundreds of years of tradition; not to mention British and international fashion brands - the heavyweights whose influence spreads far and wide. Since LCM began in June 2012, the attendance from American press and buyers has risen by 81 per cent. From Europe, it's increased by 91 per cent and from China it has grown by a whopping 185 per cent.

When we launched London Collections Men we not only created a menswear committee, full of industry

bigwigs, designers, editors and journalists – and including the likes of David Furnish, Tom Ford, Christopher Bailey, Dan Stevens, Gillian de Bono, David Walliams, Douglas Booth, Jefferson Hack, Lulu Kennedy, Paul Smith and Tracey Emin – we also asked four celebrities to become menswear ambassadors. Their job was to spread the word in a way that went outside the industry, that amplified the idea of a men's fashion week to a wider audience. The men we chose, and, luckily, the men who accepted the task were the pop star Tinie Tempah, the DJ and presenter Nick Grimshaw, the TV and radio star Dermot O'Leary and the superstar male model David Gandy.

For our fifth menswear ambassador, we thought it was crucial to look to Asia. So much of the appeal of London Collections Men has been in China, South Korea, Japan, Thailand and the Middle East, and so we thought it made sense to look in that direction and to find someone who could help us espouse our cause in that part of the world, and help us publicise through the Chinese media.

With the help of *GQ*'s Asia-Pacific guru Grant Pearce, we quickly found him, a Chinese model-turned-actor called Hu Bing who has an enormous following in his home country. In March we flew to Shanghai and organised a press conference to announce his new role on the last day of the Great Festival Of Creativity



at The Long Museum, and – frankly – we could not have been happier with the response. Hu Bing was almost as popular with the press as the Duke of Cambridge – who was there in an ambassadorial role for British business – and he was no less popular when he came to London for LCM in June (he

even managed as many costume changes as Lady Gaga and appeared to change into a different outfit for each show).

We also announced another LCM ambassador this season, someone for whom fashion has started to become something of an obsession — the Formula One champion Lewis Hamilton. The racing driver, 30, who was born in Stevenage and splits his time between London and Monaco, spends his money with Burberry, E Tautz and Casely-Hayford. "When I grew up there was a bit of stigma attached to caring about the way you look too much," he says, "but now menswear is actually growing faster than womenswear — I think this really shows how things have changed. It feels like it's our time."

How right he is. Menswear in this country has never been more exciting and never so commercially viable. You can see the extraordinary panoply of activity surrounding London Collections Men on pages 106-116. Enjoy LCM, enjoy the issue.

Walk of fame (from top): Catwalk action at the Burberry Prorsum show at London Collections Men; the Craig Green show; the Alexander McQueen show



'Menswear is growing faster than womenswear. It feels like it's our time' LEWIS HAMILTON Sylan Tone

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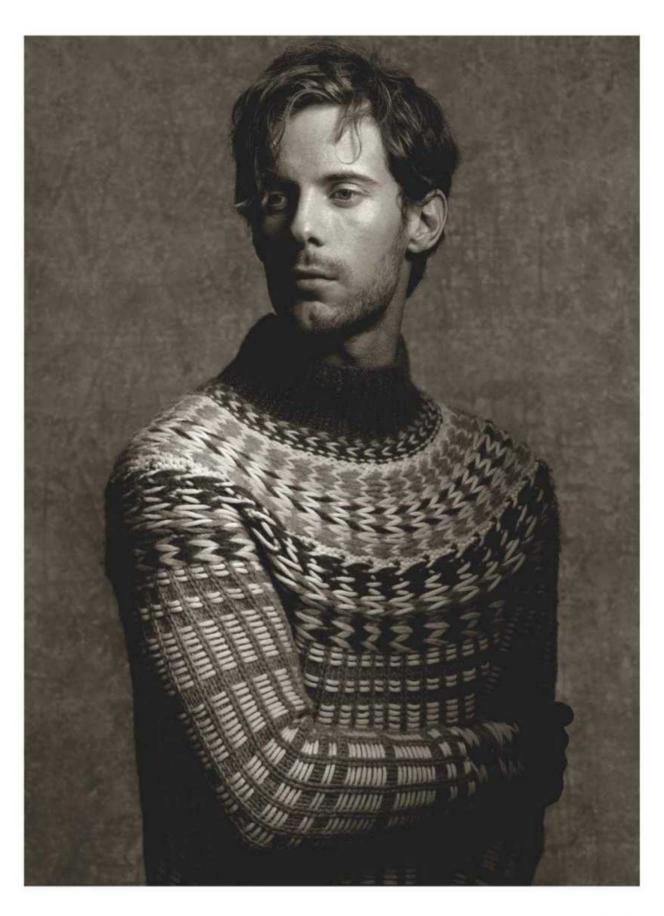


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Mario TESTINO

One of the world's greatest fashion photographers, Mario Testino has returned to GQ to capture this month's cover star, Emily Ratajkowski. "Emily has an amazing body, a beautiful face and a great personality," says Testino. "Of course, sexy images were on the top of my agenda but I also wanted to bring out this strong woman who isn't someone who follows, but someone who leads."

Robert JOHNSTON



GQ's Style Director has had a very busy month. As well as our "Fashion 50" special and the *GQ* Grooming Awards, he profiles Tommy Hilfiger. "He is one of those rare animals in the fashion jungle – a nice guy," says Johnston. "He is at the top of his game and possesses one of the greatest of all gifts – the ability to genuinely enjoy life."



AA GILL On GQ.co.uk, AA Gill explains why the beach is the worst place on earth and responsible for upturning the world's social order. "Beaches turn the capitalist world – the urban hierarchy – on its head," says Gill. "The men who look best on the beach are the ones who have the least clout off it. The chap who looks after the pedalos has everything we work 90 hours a week for – the body, the poise, the admiring glances, the sang-froid, the naked class."

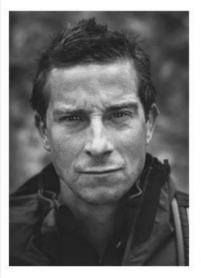
Anthony LOYD

As senior war correspondent for the Times, and winner of the 2013 Amnesty International Award for newspaper journalism, Anthony Loyd has seen his fair share of conflict. Over 20 years, Loyd has covered struggles such as the 2003 Iraq War and the break-up of Yugoslavia. For GQ, Loyd returns to Iraq in search of the identity of a British jihadi, known simply as "James". "I found myself with a Shia school teacher shooting grouse with an M16," says Loyd. "Some days I relish the surprise and mystery of war, and that was one of them."



Katie GRAND

Styling our cover star, Emily Ratajkowski, is LOVE magazine's Editor-In-Chief, Katie Grand. As the brains behind campaigns for Prada, Louis Vuitton and Bottega Veneta, Grand is one of the most influential stylists on the planet. "It's very easy to style Emily as she has such good proportions for fashion," says Grand. "She's also such a classic beauty. But this time I wanted to remind the reader that she's an accomplished actress, so she was playing the role of a GQ siren. You can see her getting into character. She definitely comes alive in front of the camera."



Bear GRYLLS

In his latest column for our Life section, former SAS soldier and global star of TV shows such as *The Island* and *Mission Survive*, Bear Grylls shows you how to achieve that difficult but all-important balance between your work and personal life. "Be clear on your priorities," says Grylls. "I try and make sure that my family always comes first – and I try not to walk too close to that line of being away from my family for too long." \bigodot



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FOR CENTLEMEN'S QUARTERLY OF CONTROL OF

VIVE LA RESERVATION!

There's a fly in the soup of London's world-beating eateries: as more and more restaurants refuse to take bookings, GQ says no to 'no-res' and draws the line on fake buzz

STORY BY JENNIFER BRADLY

ondon's dining scene, I was recently told, remains an international embarrassment.

This was the opinion of an unenlightened Manhattanite, on his home turf and several bourbons in, who was confident he knew a thing or two about food. He'd lived in London in the mid-noughties, he brayed, and for two years he'd picked scornfully at the UK's pitiful cuisine and sipped suspiciously at our lukewarm drinks. He had eventually scrambled back to the Lower East Side in 2007 – a hungry man fleeing a culinary wasteland – relieved that he could be near Shake Shack, Pastis (RIP) and Chanterelle (also RIP), and finally able to wrap his finicky American face around something half decent.

As one of GQ's Taste section contributors (and, believe me, my job is also my hobby), I was suitably outraged. London, I insisted, was now considered by many to be better than New York for eating out.

"Not unless it's changed in the last ten years," he scoffed.

"Exactly," I spluttered. "It really has."

But, for all my indignation and pride in my nation's recent surge in gastronomic respectability, I didn't tell him that something about it rather rankles.

Yes, in 2015, the capital's dining scene is on fire. Places like Gymkhana, Dinner by Heston Blumenthal and the Ledbury have set the international press alight. Home-grown talent Jason Atherton is on a worldwide culinary crusade, with outposts in Dubai, Hong Kong, New York, Shanghai, Singapore and Sydney, as well as seven in London – and two more in the pipeline. (Pastis founder and London native Keith McNally – once described by the *New York Times* as "the restaurateur who invented Downtown", such is the transformative power of a food scene – hopped back to his homeland to add kindling of his own with Balthazar London in 2013. And we've even got two Shake Shacks.)

Yes, several notches down from the top end, more modest establishments have stepped up to the plate, too. Pubs now don the "gastro-" prefix like a badge of honour rather than as a try-hard mark of Nineties naffness. At the very least, a respectable alehouse will be trying out a warm black-pudding Scotch egg that involved the work of a local hen. And it's usually pretty decent.

Yes, fancy fast-food diners are everywhere. Burgers are crowned with glossy brioche and are matched with courgette fries. Hotdogs equal free-range meat, homebaked beans, slivers of kimchi or perhaps a saucer of champagne on the side. There are sticky beef short ribs and triple-fried chips and crunchy chunks of scarlet KFC (which

now, you fool, means Korean Fried Chicken). Cocktails come in mason jars and custard tins and, in one remarkable instance, a small hand-crafted bust of Vera Lynn. Slow-cooked cheap cuts are the order of the day – and are no longer very cheap. Quinoa and kale are health-kick kings. Soup isn't just soup any more: it's bone broth with ramen and an optional Clarence Court egg, served at £11 a ladle to diners on splintery wooden benches. "Slaw" has quietly divorced its "cole".

My haughty New Yorker wouldn't recognise this.

But, amid all this choice and decadence and transformation, something niggles. The tipping point is not the fact that middle-class hipsters with topknots and penny-farthings are pushing out all the grubby, real-deal greasy spoons and swapping them for slick banh-mi joints and dude food (perhaps I'm not bleeding-hearted enough – although it certainly bothers me). It's not even that soaring rents in Chinatown are eviscerating the place, ensuring that this is the last generation of Cantonese restaurateurs who can afford to hang ducks in their windows (although that bothers me too). This particular gripe isn't even prompted by what this rich-kid food revolution really signifies for London as a whole: big, faceless money that "improves" and "cleanses" by tightening its filthy grip over zones one, two and three; the mixed communities, incomes and cultures – the ones that made the capital great – being bumped out into the 'burbs and beyond. (That bothers me a lot, but that's a whole other article.)

No, the tipping point is that, despite all the transformation, reclaimed wood, Wi-Fi and responsibly sourced ingredients, it's now a challenge to do things that used to be really rather simple: first, to reserve a table, and second, to order a main course all to myself.

My friends would be the first to tell you I'm fastidious when it comes to planning my social life. Most of the time – call me fusty and old-fangled – I like to know who I'm seeing, when and where. I've never found windswept spontaneity to be either an exhilarating or a relaxing experience. For me, it's chaotic and stressful. (High maintenance? Me? Why, yes I am.) But ever since eating out in central London became more about pop-ups and pulled pork than tablecloths and table service, the less likely it is I can know where I'm going to be fed – because,

in the part of town I like to eat, half of the restaurants don't take reservations.

The British love to queue. It's polite. It's orderly. It's fair. Watch out for the lines of tech geeks that snake past *GQ*'s HQ just off Regent Street next time Apple slightly tweaks a handset. But a restaurant is not a post office. It's not a celebrity book-signing or a counter in a petrol station. The only

Life's too short for a terrible dinner, and it's certainly too short for no dinner at all

FOREWORD GENTLEMEN'S QUARTERLY

restaurant "queue" an adult should be prepared to join is an abstract one: he does this by telephoning the venue (or, better still, getting someone else to do it for him) or using an online form and so putting his name down in a reservations book. He then simply arrives at his designated time, meets his companions and dines. (As an aside, he should also never be instructed to vacate his table after an hour and a half – 90 minutes, for God's sake! – to clear the way for the next guest.) This should be the system everywhere from the Chiltern

Firehouse to a dimly lit Thai barbecue joint in Soho. But, my own workaday budget being closer to the latter end of that spectrum – the same end that has gleefully thrown out the reservations book – this is a predicament that pains me more often than not.

If I have a yen for, say, succulent rotisserie chicken, I don't want my evening to be turned into an umbrella-sharpening contest, forcing me to pitch myself against a series of rival diners – a drizzly outdoor test in stamina, in which I may never actually get any chicken. I have a diary. I want to know where I am meeting my friends and I don't want to wait up to two hours to eat. Life is too short for a terrible dinner and it's certainly too short for no dinner at all.

The no-reservations trend is not about restaurants being laid-back and cool, or about their customers suddenly all becoming whimsical free spirits (without diaries) who secretly wanted things this way all along. It boils down to the same problem that has nudged those familyrun cafés and grocers out of Soho, Shoreditch, Borough and Brixton: money. Those sky-high central London rents have to be paid somehow, and having hordes of people in line outside your front door is great for creating buzz. The queues don't end inside, you know. Once you get past the bouncer (oh yes, Madame Jojo's may have perished, but there are still heavies manning Soho doorways), you're usually obliged to prop up the bar buying drinks while you wait. Not taking reservations means that there are never latecomers or no-shows: no tables are left empty and more covers can be squeezed in.

Dropouts are an age-old problem for restaurants – and for a tiny fine-dining place no-shows can mean no profits. In 2011, Grant Achatz's Next in Chicago had enough of this and starting selling non-refundable tickets for seats "to create a predictable and steady flow of patrons". It worked. And when just 40 out of 140

bookings showed up at the opening night of Gordon Ramsay's Heddon Street Kitchen in Mayfair in November last year (the chef blamed an unnamed rival's sabotage; the *Evening Standard* blamed a PR stunt) the venue sensibly responded, like many others now do, by phoning customers beforehand to confirm bookings.

But refusing to take any reservations at all ignores how people plan their social lives, their dates and meetings. It favours the restaurant over the customer. It has been described by critic Jay Rayner as "a total pain in the arse". It is not the answer.

Iqbal Wahhab, the founder of London's Cinnamon Club and Roast (and one of GQ's 100 Most Connected Men), agrees. "I have a number of friends who have no-reservations policies in their restaurants who are annoyed that I haven't been to visit them, because I can't bear the prospect of queuing," he told GQ. "Others, mind you, have sneaky policies to get their friends in, and I've been to those..."

Wahhab has a reasonable solution, also used by Chris Corbin and Jeremy King at Soho's Brasserie Zédel. "I plan to move into the more casual part of the restaurant world soon," he says, "and I intend to have a 50/50 policy, so that half the tables can be booked in advance and half are for impulse-decision makers."

No-res pioneer Russell Norman, the man behind the excellent (yet largely walk-in) Polpo, Polpetto et al, thinks otherwise. "Casual neighbourhood restaurants have a responsibility to do two things: be casual and serve the neighbourhood," he blogged in defence of his bookings system. "What we need are more good restaurants operating on a noreservation basis so that choice is greater, queues are shorter and the power balance then shifts towards the customer."

But, Mr Norman, for most people, Soho isn't a local neighbourhood they pop into around the corner from their home. And I'm not sure I want to apply the "no pain, no gain" mentality to eating out. In the Venn diagram of "restaurants I really want to eat in" and "restaurants that only do walk-ins", it turns out I could fit the intersection atop an artisanal crostini.

The leave-them-standing and packthem-in-tight approach has spawned a sister trend: the rise of the "small plates". Once the domain of tapas, now no cuisine can escape. The prices are hiked steeply (of course) and you're obliged to compromise your order to bend to the tastes, whims and nutritional requirements of your friends. What's more, the food often arrives in a nonsensical order ("The dishes will come when they're ready!" you're perkily informed, only to receive all the side orders 20 minutes before anything else). And who in their right mind wants to mince about dividing up a lamb chop or a whole Dover sole between a table of three, illuminated only by a tealight in a jam jar? The result is a mess of doll's-house main courses oozing from a tiny side plate - and you never quite got

what you fancied in the first place.

Michael Gottlieb, director of the Merchants Tavern in Shoreditch, reassured the *Guardian* that he did not think the no-res trend had been imported from across the Atlantic. "These days, it's more likely that trends in restaurants will go from London to the US," he said.

So my misinformed Manhattanite may now be regretting wishing we'd up our game. He had better bring a big plate, and get behind us in the queue.

I don't want my evening to be an umbrella-sharpening contest with rival diners



Unreserved apology: Restaurants' reluctance to take bookings is making a sorry mess of London dining



LONGINES









DIESEL

INSPIRATION IS EVERYWHERE

WILL POWER Inspired by travel







EDITED BY CHARLIE BURTON





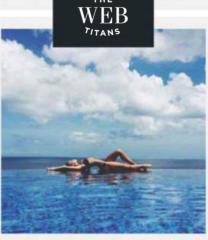














THE INTERNET, so the meme goes, is serious business - just ask Natasha Oakley and Devin Brugman. They are grabbing attention in the fashion world through a simple idea: every day they post professional photos of themselves in a different item of swimwear. Now attracting more than two million Instagram followers, they stage shoots all over the world and have worked with more than 150 labels. "When we were contacted by prestigious clothing brands it turned from being a passion project to a career," says Oakley. A career that's diversifying: an agent at Storm signed them to the modelling agency because she had been following @abikiniaday so intently. We can sympathise. abikiniaday.com

POLITICAL

TACKLING ALL THE BURNHAM ISSUES

Who will be the next leader of the Labour party? Andy Burnham is waging such a strong campaign that he is a clear favourite to take the helm. Ahead of September's vote, GQ had some questions...

Why should you lead Labour?
Because I'm the right person to get Labour out of the

to get Labour out of the Westminster bubble and reconnect in the real world. That's the change Labour needs.

Do you think two years working for trade publications before your political career really shows you're outside that bubble? I actually worked for Container Management, Passenger Rail Management and Tank World, which was not military tanks, because that might have been quite exciting; these were bulk liquid and powder movement tanks. Have I Got New For You bid for me almost ten times a year and the reason they do it, I am certain, is they have some of my old articles - so I refuse it every time. It was a very real job stuck in an office in Brentford and it was the real world. Before that I worked on a local newspaper very briefly as well.

You're characterised as a former Blairite who became a union man. Fair? I'm at heart quite a loyal Labour person. People in the London commentariat want to put a label on me and they can't because I have a mix of views. I like to stick pretty closely to what the centre of gravity is with the public.



If you weren't to win, who would you like to lead the party instead of you? Alan Johnson is somebody that I think has that authentic Labour voice that the public can relate to, and somebody who embodies aspiration in a good way.

Does your wife help you choose your suits? She doesn't. I generally go off and buy them myself. I get them from a mix of places but recently Jaeger.

Is this one Jaeger? No. God, do I have to... This is going to get me in trouble. It's an Armani suit, this one.

Off the peg? Oh God, yeah. To redeem myself a little bit, I only ever go in the sale time. Boxing Day every year, I take myself off and get two suits at half the price of what they normally are.

Who would you fear least at the despatch box of David Cameron's potential successors: Boris, Theresa May or George Osborne? I have a

I lave a lot of regard for Theresa May. I've found her to be decent and she honours what she says. That makes her quite formidable. Going down the pecking order, I think Osborne is a good politician, but this is his problem: he looks scheming and tactical and I think that's quite unappealing – it makes him easier to take on than

people might realise. Of the three, I would least fear Boris. He seems to me to be somebody that the vast majority of the country would think: 'How out of touch is this bloke?' The things he gets away with now he wouldn't in the top job.

What's your favourite tipple? German lager.

And your favourite hangover cure? I was about to say German lager there – probably the wrong answer! I'm getting into these Pret kind of uber power drinks.

You got the price of petrol wrong recently. You're the shadow health secretary, do you know the prescription charge? I do... I'm going to come back to that one.

How about a pint of milk? Depends where you go. I shop in Asda at home and I would say typically 59p.

> Bit expensive isn't it? Is it? Hang on, that is more the price in my Costcutter. That would be more like 65p there, I think.

Really? Actually you're confusing me. It's about 40p, isn't it?

At mine it's 49p. What about the prescription charge? Eight pounds...

Yes... Twenty.

Very good. Do you see the rest of your life being in politics? Not necessarily, no. I think modern politics is intense – it's changed in my 14 years in parliament. I always felt I would give it my all for 20, 25 years. Never put a time limit on it but then maybe finish off my career by doing something different. If you've had a seat for 25 years, people should let some new thinking in.

What would you do? I'd be keen to work in sport. I'm most interested in the reform of sport so perhaps working in a supporters' organisation of some kind. I'd be quite interested to go into teaching at some point. And to be honest, I want to write a book,

because I'm an English graduate and I've always thought that at some point I'd like to leave a creative offering of some description. I have a feeling that at some point I will give that a go. CB





1 The problem to surmount is the vehicle bucking and losing power. Lift your foot from the accelerator and press the brake when approaching the corner.



2 As you brake, quickly push down on the clutch with your left foot and move the stick out of gear.



3 With the ball of your foot on the brake, roll your right heel above the accelerator. "Blip" the throttle to match your engine's speed to your desired road speed.



4 Immediately get the stick in gear; the engine will already be turning with the required revs rather than catching up from idle. Take the left foot off the clutch.



5 Maintain a neutral throttle (but not none) as you drive through the corner, then smoothly accelerate out onto the road ahead.

GQ BONUS

The healthy

option: Andy

Burnham MP

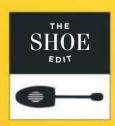
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BURNHAM'S CAMPAIG THEME SONG? "TAKE OVER THE WORLD" BY THE COURTEENERS





HEAVY, HEAVY SOLE

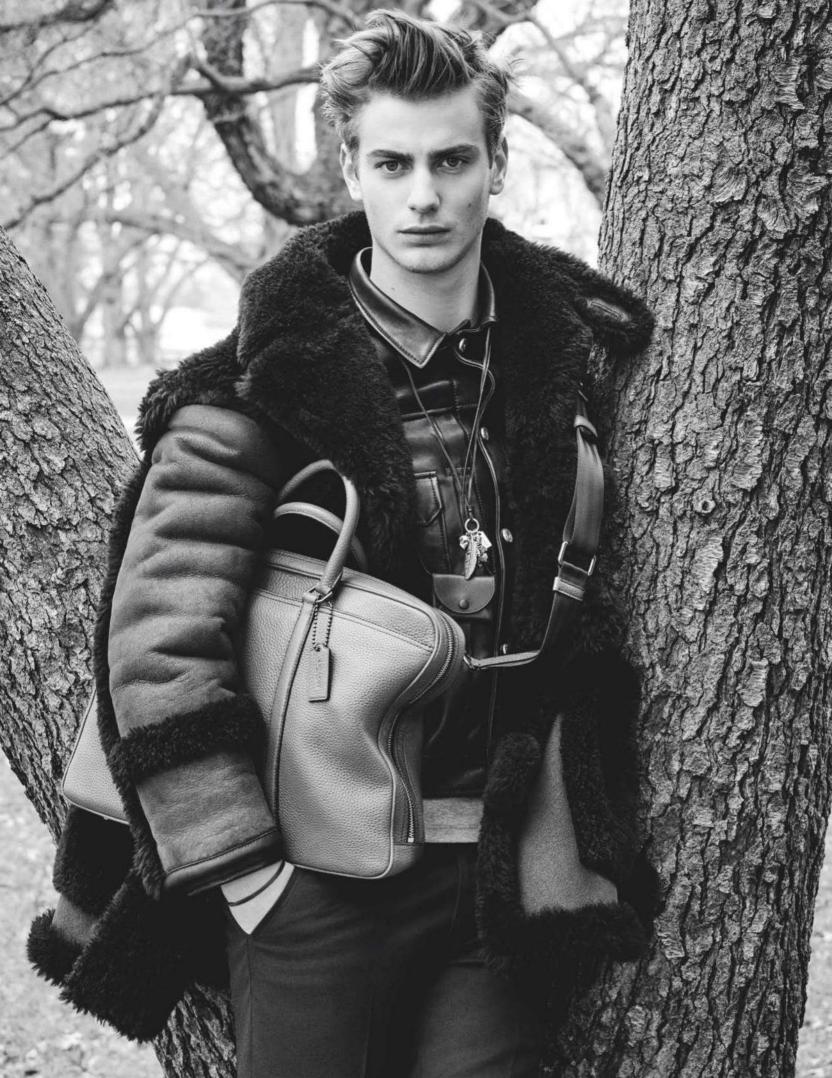
There's a certain type of man who, when the autumn arrives, reduces his casual shoe game to, simply, trainers. He would argue that anything dressier isn't rain-appropriate: that is to say, not sufficiently hard-wearing and grippy. He would be wrong. Our favourite shoemakers are now bringing resilient soles to *sprezzi* uppers – and making a statement in the process.



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AUDIO A

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THE Pandoretta's name is, of course, ironic. Unlike Pandora's box, to which it refers, Poet Audio's latest innovation contains a great virtue: seven custom-built speakers that deliver comprehensive, 360-degree sound.

"I wanted to produce a speaker where you're curious what's inside," says its award-winning Austrian designer, Thomas Feichtner. For that to work, it had to look like a piece of furniture. "So we used very high quality materials, such as solid oak and walnut for the pedestal, and designed something that could stand by itself. The cables aren't exposed, so there is no right way for it to face. There is no ugly side." Not that it's art for art's sake – that pedestal is also there to reduce vibrations and distortion.

The box connects to your music over Bluetooth and Wi-Fi (who wants wires trailing over their loft apartment?) but there are hidden analogue inputs to hook it up to a television or record player. Alternatively – and we wouldn't blame you for this – you could simply sit and gaze at it. Will Grice £2,500. poetaudio.com

With its oak and walnut pedestal, the Pandoretta resembles luxury furniture







DOUBLE BLUFF

From cheap eats to Craigslist codes: five things we learned about spies from a new espionage exposé

Homeland? Pah. To really see how the intelligence forces work, check Naveed Jamali's How To Catch A Russian Spy (Simon & Schuster, £16.99), his true account of playing double agent to help the FBI bust an enemy operative. It's gripping – 20th Century Fox has already bagged the film rights - as much as it is eye opening...



Tapping into secrets doesn't have to involve breaking and entering.

Jamali gets into the spy game because his parents own a shop that specialises in sourcing and printing technical and academic papers. One day the Russians start using their service to request military documents. And so it begins...



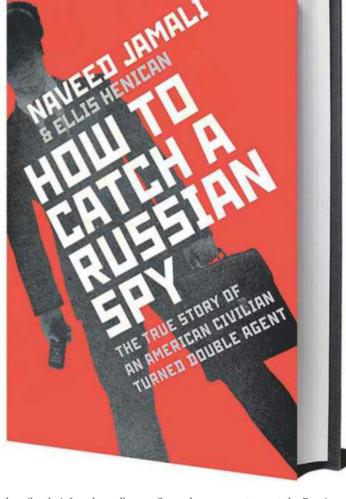
Government agents have the worst taste in restaurants.

Jamali is treated to no-expensespared meals at Dunkin' Donuts. Pizzeria Uno and Chili's. The final sting to ensnare the Russian goes down in, erm, a Hooters.



The FBI really does look down its nose at the CIA.

What moniker does the Bureau use



to describe their Langley colleagues? The Christian Inaction Agency! Oh, our sides.



Spy Hard isn't such a parody.

Jamali's code name is "Green Kryptonite" (which he has tattooed onto his arm in the dots and dashes of Morse code), the FBI gives him a specially adapted G-Shock watch that contains a hidden digital recorder, and he arranges to meet the Russian via coded ads posted on Craigslist.



Spies have a penchant for vulnerable women with two-dimensional characters and a head full of daddy issues.

OK, this is not in the book, but you can count on it being in for film version. That's Hollywood, baby! CB Out on 13 August.



Style isn't simply about what you wear; it's also a matter of how you talk. By order of GO, never allow the following past your lips:

- 1 Can you action that? Favoured by those who like to tell themselves that they're go-getting corporate vampire squids, when actually they're middle managers in Milton Keynes.
- 2 Real time What isn't these days?
- 3 Skill set Unless you are Liam Neeson, we've already fallen asleep.
- 4 Pre-prepare What, as opposed to preparing after the event?
- 5 **Ideate** Don't trust the ideas of someone who claims to do this.
- 6 Low-hanging fruit A transparent attempt to make "the easy option" sound smarter
- 7 Reach out Bit gropey. CB





Do something different this month: tune into these new sounds.



SPEEDY ORTIZ? HOOTON TENNIS CLUB

The twee title is false advertising: this is Pavement reinterpreted by provincial ne'er-do-wells. Highest Point In Cliff Town is out on 28 August.



THE MACCABEES? **SPECTOR**

Big choruses, synths and witticisms aplenty on the Londoners' unsettlingly titled second record. Moth Boys is out on 21 August



SUFJAN STEVENS? DESTROYER

Last time, this Vancouverite sang only in Spanish. He returns to English here but the sound continues down a wacky road. Poison Season is out on 28 August.



GRIZZLY BEAR? EMILIE NICOLAS

The Norwegian's debut is an au courant dollop of romantic electro that's full of earworms Like I'm A Warrior is out now



SIGUR ROS? Trv SLIME

The London-based producer was raised without music, so the story goes. It's probably cobblers. but his formless noodling is brilliant. Joe Daniels Company is out on 14 August.





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HERE'S the setup: six brothers growing up in a small, rundown flat on Manhattan's Lower East Side, with a paranoid father who forbids them from having any contact with the outside world. It might sound like fiction but this is the subject of Crystal Moselle's The Wolfpack Her award-winning documentary tells the story of how the boys turned to the movies to keep them sane - not just watching them but re-creating titles such as Reservoir Dogs and The Dark Knight with elaborate handmade costumes and lovingly transcribed scripts. GQ: What was the atmosphere like when you first visited the apartment? Crystal Moselle: "I didn't know I

apartment? Crystal Moselle: "I didn't know I was their first friend. I was focused on their creativity, so I wasn't looking for clues about their back story. I was amazed by all the props they had. They were covering a door and said, 'We're turning this into a meat locker from The Texas Chainsaw Massacre." Why didn't you

interrogate the father more? "I'm not an investigative journalist. I'm not telling the story of these poor kids with this abusive crazy past; I'm telling the story of a family who dealt with this situation in a creative way."

Have the brothers (below) since met the directors whose work they recreated? "They met David O Russell in LA. One of the boys, Mukunda, did an impersonation of Dicky Eklund from The Fighter. O Russell's jaw dropped." Kevin Perry The Wolfpack is out on 21 August.







MORE HORSEPOWER

Who's going to dominate next year's festivals? Foals – and this heavy-duty new album is why

ANY chance that Foals frontman Yannis Philippakis might go off the rails during the making of the Oxford band's fourth album, *What Went Down*, was swiftly curtailed by who he chose to live with while writing it. "I went back to my mum's house. I turned back into a 15-year-old," says Philippakis, 29. "After all the madness and extremes of tour, going back home is very grounding. It's a good deflector from anything grandiose. My mum puts me in my place."

As the record's title track suggests, the band tapped into their teenage angst on songs that are undoubtedly the heaviest they have ever recorded. Yet the record also features what Philippakis calls "tender moments", more reflective of the fact that he's nearing his fourth decade. "We're more appreciative of what's happened with the band as we've got older," he says. "We're not going to be around forever, so we want to make the most of it."

It was that attitude that lead them to La Fabrique studio in Provence when time came to lay down the tracks. "We went to Provence to make the record a sort of hedonistic process," says Philippakis. "We played a lot of brutal games of one-on-one basketball on red-wine hangovers."

It seems that the new record has coincided with a new phase for Foals. When Foo Fighters pulled out of Glastonbury, the band were offered a Pyramid Stage slot before Florence And The Machine. They had to turn it down this time, but their sights are set on the top of the bill next year. "Our band is one of the few British guitar bands that are making that transition up to headline festivals," points out Philippakis. He's not worried about being commercial – he's pleased that they are now generating mass appeal. "We never wanted to be a cult band." KP What Went Down is out on 28 August.

ONDON SCENE

BOTTLE ROYALE

The latest stage in the Brooklynisation of London? Craft beer is breaking free from bars, as specialist shops emerge across town



THE SETUP

UTOBEER

APS AND TAPS



Known to the initiated as "The Cage", this is the (vast) home of what was once a humble market stall.

It has the

biggest

selection in

London: up to 2,000

different beers from

across Furone and

the Far Fast



This newly opened craft-beer bottle shop has been designed firmly in the American tradition.

The "pick 'n'

sixpack", a safari of

brews. Either choose

your own or tap into

their expertise



Boutique in Balham, popular with City boys.



They teach homebrewing and customers can try



Housed in one of Bethnal Green's huge railway arches, Mother Kelly's interior is vast and graffiti-lined, with canteen-esque tables



others' results.

You can drink in, as well as stock up.



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WET HOT AMERICAN SUMMER: FIRST DAY OF CAMP

Seven-word summary: Sex-comedy spoof set at summer camp. Who's that actor? You mean Bradley Cooper? Or Amy Poehler? Or Elizabeth Banks? Or Paul Rudd? Or Jason Schwartzman? Why you'll watch it: It's a series-length prequel to the cult 2001 film. Why you might not watch it: Cult is a polite way of saying the film got terrible write-ups. Rogert Ebert gave it a one-star review. Conversational ammo: Its superfans include Kristen

Bell, who has watched the original hundreds of times We're saying nothing. Out now

Two hyped-up new shows vie for your attention on Netflix this month. but which one is right for you?



Seven-word summary: Pablo Escobar versus the DEA Violence ensues.

NARCOS

Who's that actor? It's a cast of up-and-comers, but you'll spot Stephanie Sigman, who plays Escobar's lover, in the next Bond film. Why you'll watch it: It's Game Of Thrones-gritty and the camerawork is reminiscent of Scorsese.

Why you might not watch it: Your niece is in the room. Conversational ammo: It's a big year for Escobar - this comes hot on the heels of Benicio Del Toro's biopic. Starts on 28 August



He may have been moved from the culture brief, but business secretary Saiid Javid clearly got a taste for it. Sadly the pork pie hat and sunglasses were not a convincing disquise when he tried to mingle anonymously at Glasto.

You can tell Andy m didn't study history. Making his case for a Scouse win he said, "It would be good for the northwest to have a Labour leader from the region - it's never happened before." Apart from Merseyside MP Harold Wilson

got a guilty pleasure? The super-smooth Labour leadership drop-out was spotted by a fellow fitness freak working out to Taylor Swift at a gym in Streatham, Trying to shake off the leadership fiasco?

How is the SNP's new defence spokesman Brendan O'Hara finding his new job? "I actually got to hold a real gun for the first time and, to my shock. I liked it.' That's sure to endear him to his anti-war party activists.



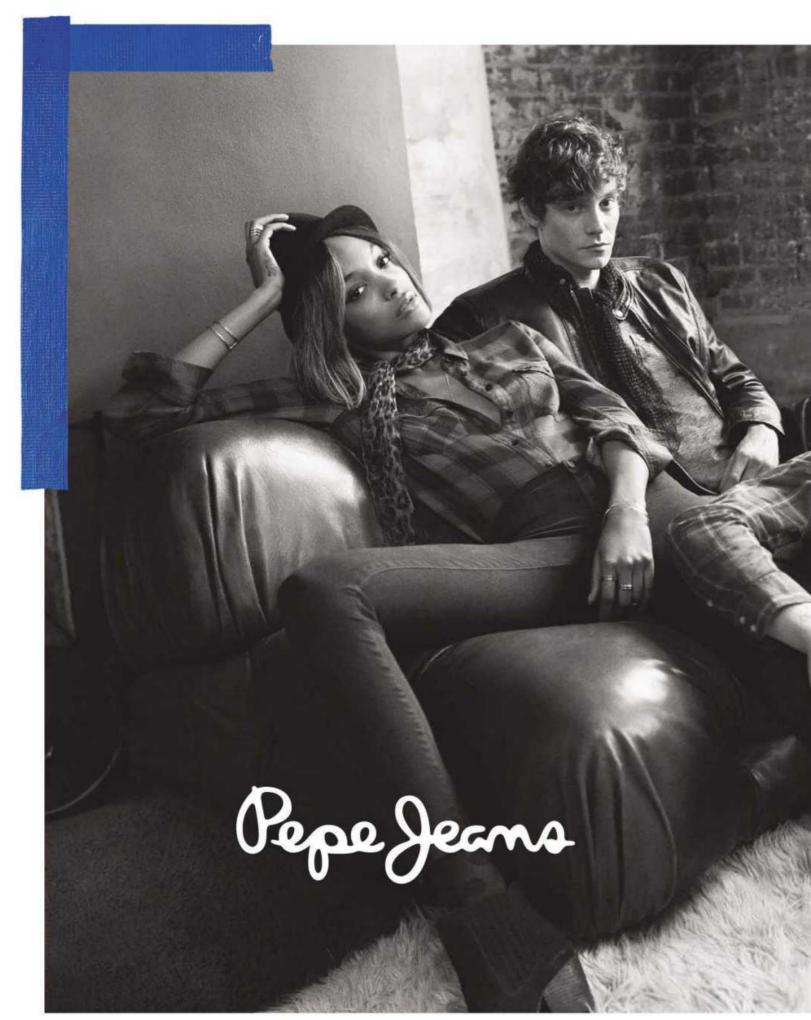
the current penchant across the Atlantic for selling advance tickets to hot restaurants (and asking customers to pay up front for their meal) would certainly have afflicted Taberna Do Mercado, for this is the new venture from chef Nuno Mendes of the Chiltern Firehouse. Yet unlike that slebby Marylebone hangout, the Taberna, which serves up clever twists on the food of Mendes' native Portugal, is less high-ceilinged swank than Bairro Alto standby complete with the intimate proportions that implies In other words, if chefs are the new rock stars, this is like Dave Grohl deciding to play The Borderline demand way outstrips supply. So, although the Taberna will take reservations for lunch. after 6pm you'll have to swing by and cross your fingers if you want to try Mendes' memorable chicory spears or "house-tinned" fish (the food-blogger favourite). Still, we'd wager you'd rather kill a few minutes at the bar than pay for your food up front via a surge-priced ticket USA-style, especially when - who knew? Portuguese wine tastes quite so good. CB Old Spitalfields Market, 107b Commercial Street, E1. tabernamercado.co.uk

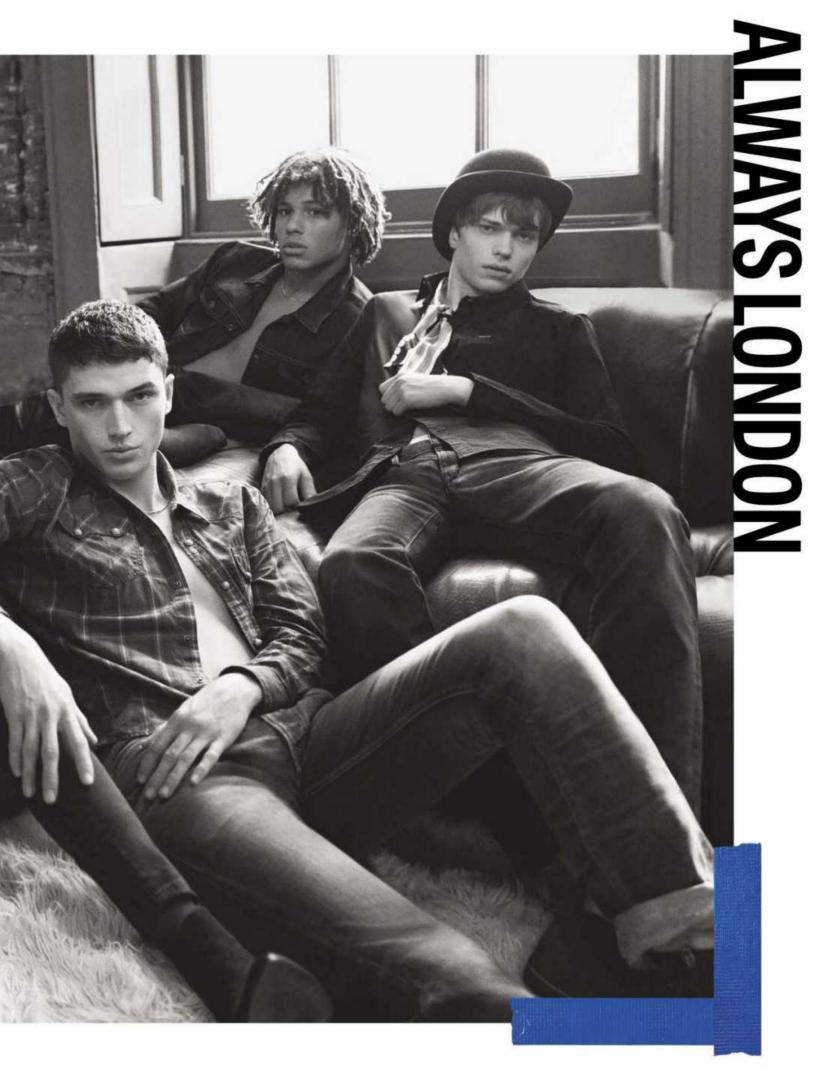


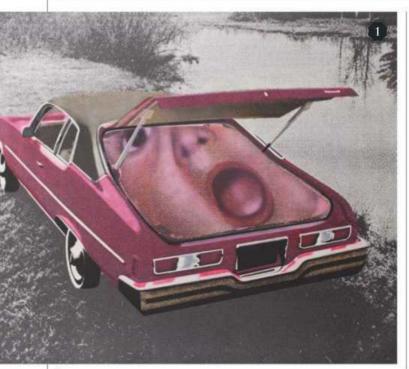
RUMOUR

HARRY COLE

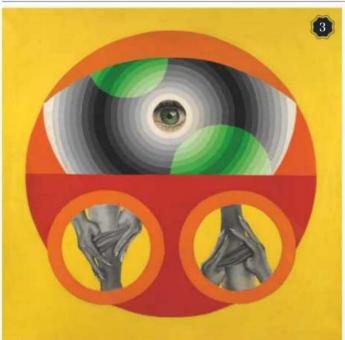












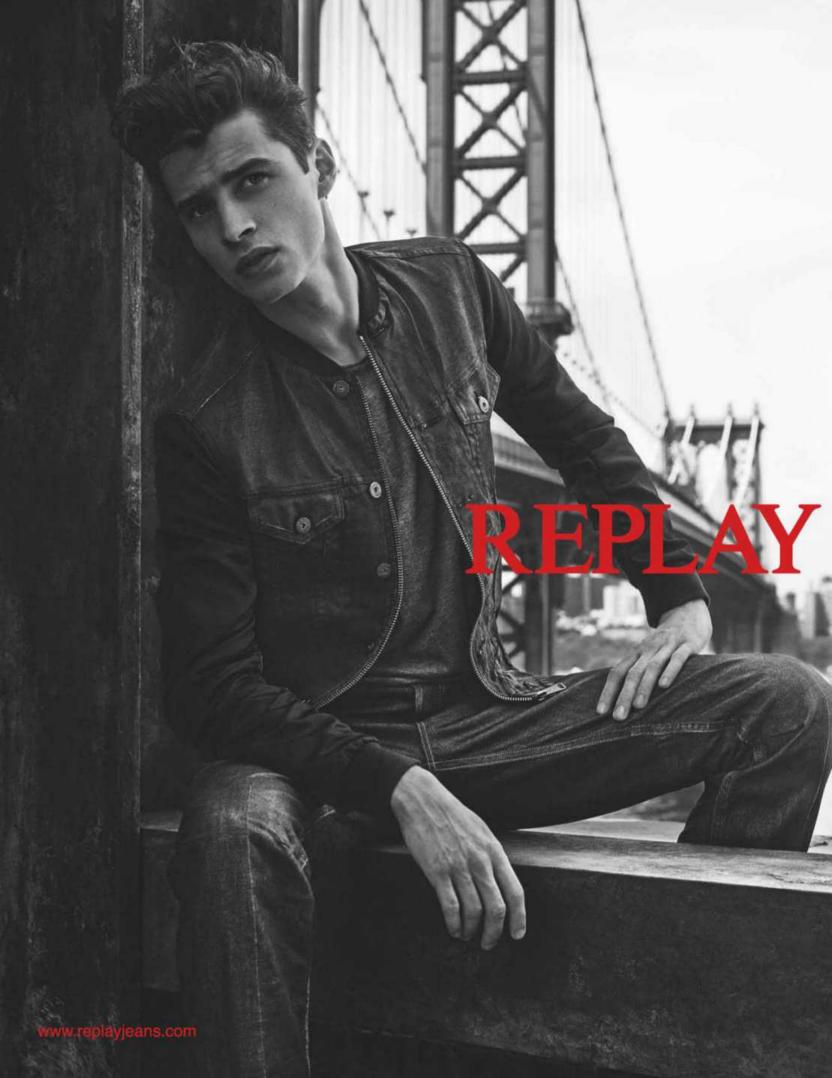


How to sound smart about Tate Modern's new take on the pop-art movement

THINK about pop art and you think about consumerism, Warhol, comic books, Coca-Cola, Ben-Day dots and Magna paint. In short, you think about North America, but that's not the whole story. The pop map extends far further than art history has let on. Japan, France, the Middle East, Latin America – they all had their pop moments and, as the Tate Modern's ground-breaking The World Goes Pop exhibition demonstrates, these were often hostile responses to the more literal styles of the US. Well, we say "pop", but in light of this show, perhaps there's need for a new term altogether. CB From 17 September. tate.org.uk



- 1 'Panic (Etnografia)' (1973) by Catalan artist Eulàlia Grau 2 'Cubes' (1968) by Peruvian artist
- Teresa Burga
- 3 'Permis Dans Les Deux Sens' (1965) by Belgian artist Evelyne Axell
 4 'The Poet And The Beloved Of
- The King' (1964-66) by Iranian artist Parviz Tanavoli









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As official outfitters to the Wimbledon Championships, Ralph Lauren has overseen every ace, volley and drop shot since 2005. To mark ten years of style on the courts, the label welcomed *GQ* and friends to the All England Club for an afternoon of grand slam tennis and loquacious company. Quiet please? Unlikely...









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HIP HOP

ATTITUDE PROBLEMS

It is already causing infighting, but what else would you expect from the upcoming NWA docudrama *Straight Outta Compton?* Theirs was a band defined by feuds, the most notorious being between Dr Dre and Eazy-E. We mined the stats* on the pair's respective diss records (*The Chronic* and *It's On (Dr. Dre) 187*^{um} *Killa* respectively) to find out once and for all who won that rap battle... *Straight Outta Compton is out on 28 August.*







TAKE a picture; it lasts longer. Even better, let **Instagram** do it for you. Here are the three **funniest** we've seen this month.

Follow us @britishgq @dylanjonesgq

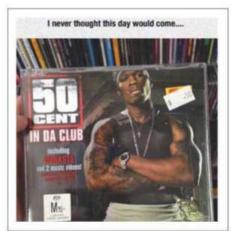


@NIKKIGLASER This path is marked for 'kidnapping Prohibition-era gangsters' only.

Banks <u>Hate</u> Him! See how he made \$10,000 in an afternoon with one simple trick



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45198 HIDDEN REFLECTIVE

BOMBER JACKET IN A REFLECTIVE WATER AND WIND RESISTANT POLYESTER FABRIC OWING ITS FEATURES TO A COATING MADE OF THOUSANDS OF GLASS MICROSPHERES. AN OPAQUE BLACK PLATING TOTALLY COVERS THE REFRACTION OF THE MATERIAL WHICH IS UNVEILED WHEN PHOTOGRAPHED IN FLASH MODE. THE REFLECTIVE FEATURES WILL BE REVEALED THROUGH USAGE, WITH DIVERSE EFFECTS AND INTENSITIES FROM PIECE TO PIECE, DEPENDING ON ITS WEARER'S USAGE. STONE ISLAND LOGO ON THE BACK MADE THROUGH LASER PRINTING. FILLED WITH THE FINEST DOWN. SHEEPSKIN OVER COLLAR. SNAP-FASTENED CHIN STRAP. LARGE BELLOWS POCKETS WITH SNAP FLAP AND ZIP SIDE POCKETS. BOTTOM NYLON STRAP. ZIP FASTENING.



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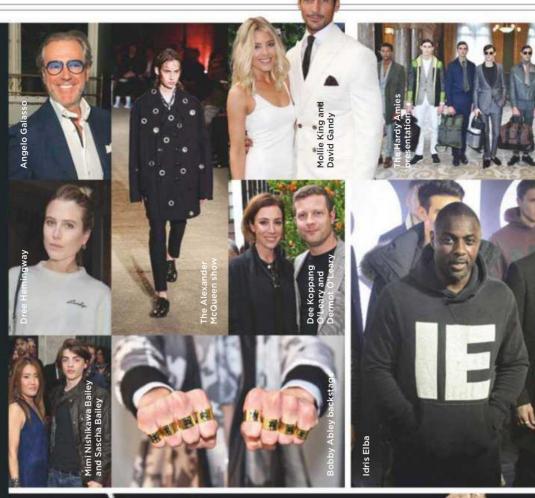


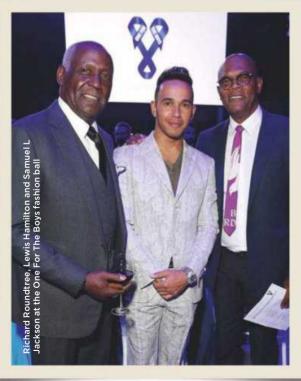
LONDON COLLECTIONS MEN: SEASON 7

The world came to the capital to see the boldest and best – and we didn't disappoint

The seventh season of London Collections Men kicked off in star-studded style with the launch of Idris Elba's capsule collection for Superdry in its Regent Street store, followed by an intimate dinner at Hix Soho attended by LCM ambassadors such as Tinie Tempah, David Gandy and Oliver Cheshire.

Over the next four days movie stars, journalists and buyers from all over the world descended on the capital to enjoy a schedule that was packed with parties presentations and, of course, fashion shows that all helped to make this the best LCM yet. Highlights included Samuel L Jackson hosting the One For The Boys charity ball at the Roundhouse, Dsquared2's Dean and Dan Caten's cocktail party at Canada House and Tommy Hilfiger's dinner at the revamped Ivy. Plus, of course, there was *GQ*'s dinner at Massimo's at the Corinthia Hotel that brought the curtain down on London's fashion extravaganza for another season, proving yet again that this is home to the world's best menswear – and the best place to have fun while you enjoy it.

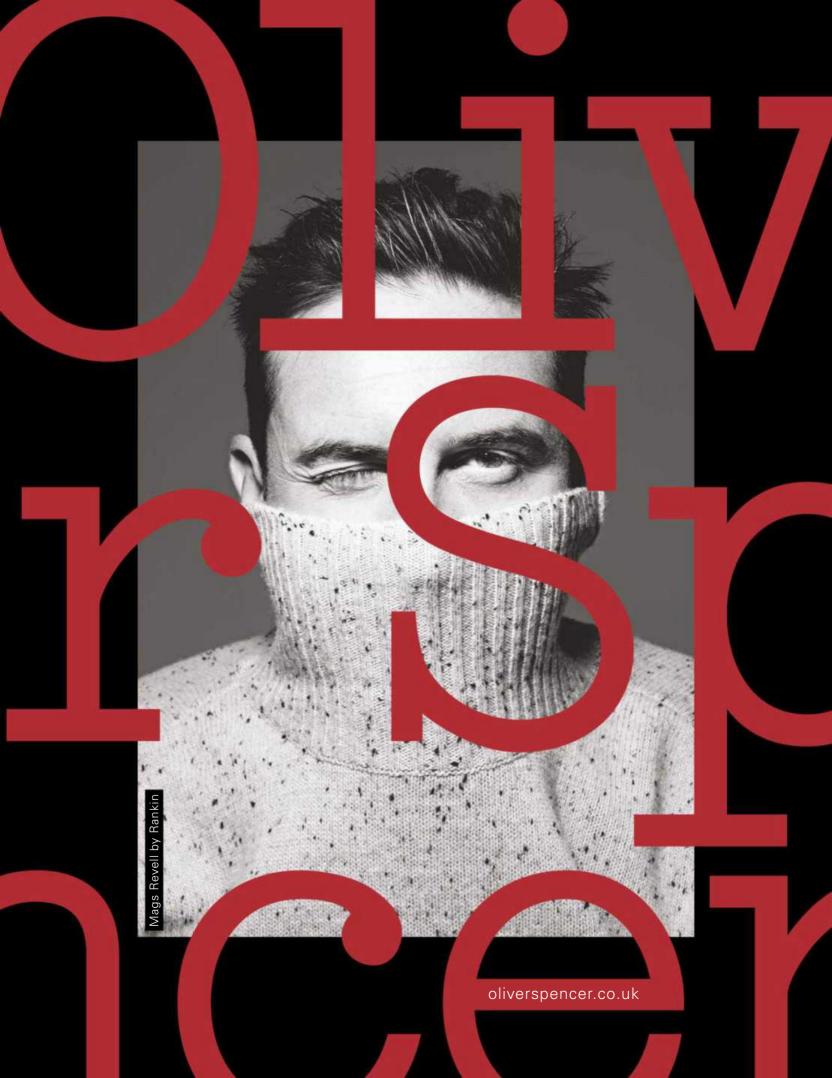






DETAILS





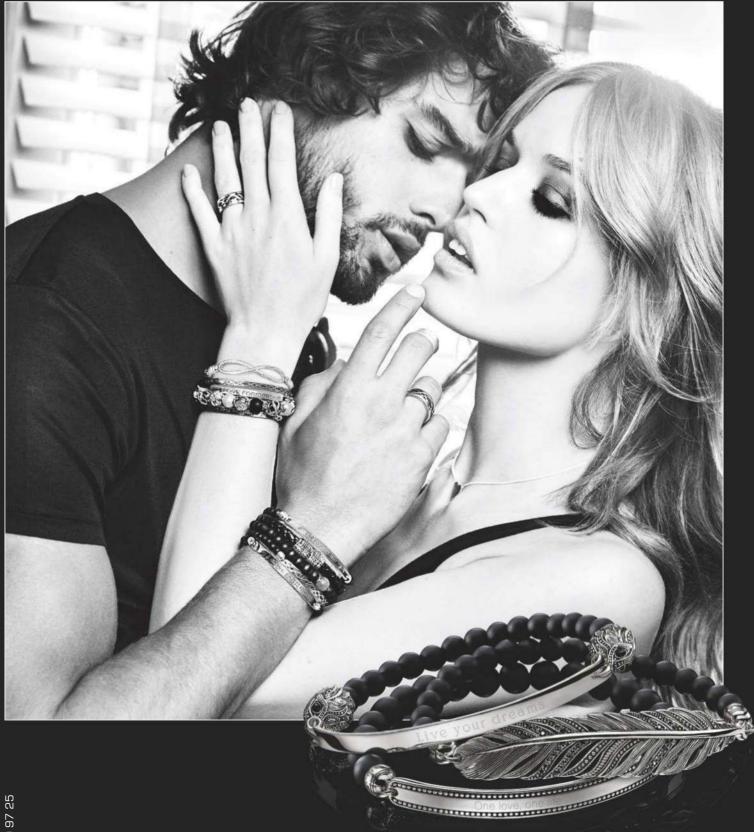
SEPTEMBER 2015 **GQ 109**



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Tommy Hilfiger survived bankruptcy and overexposure before taking his place among American fashion royalty. Now, 'Turnaround Tommy' tells GQ about the billboard that helped transform his struggling label into a multi-billion-dollar empire, wild nights with Andy Warhol and why – even with the happiest home life – he just can't quit the business he loves

STORY BY ROBERT JOHNSTON PORTAIT BY DOUGLAS FRIEDMAN





When your name is spelled out in 10ft-high letters over New York's Times Square you can be pretty sure that you've finally made it. Not always, however: egged on by legendary advertising art director George Lois, Tommy Hilfiger decided to do things the other way round.

"I had no idea who George was," admits Hilfiger. "He was introduced to me as the perfect advertising genius. Then I was told he didn't do fashion advertising, so I was a little confused about why we were speaking to him. I was hoping that we'd have someone like Peter Lindbergh shoot a campaign but George marched into my office and said, 'No, you can't do that.' It was a little scary."

So, back in 1986, the arrival of his eponymous fashion brand was heralded by a giant billboard in the heart of Manhattan theatreland comparing the then-unknown Hilfiger with the triumvirate of American greats (and household names) – Ralph Lauren, Calvin Klein and Perry Ellis. "Actually, his first idea was to show pictures of Ralph Lauren and Calvin Klein with a big X drawn through them," explains Hilfiger, "saying these are the old and a picture of me saying he is the new. I said, 'Absolutely not! I can't do that. I won't do that!"

Hilfiger's initial ideas were running more along the lines of taking some young models out to the Hamptons on the sand dunes and photographing them against the ocean. "George said, 'Are you crazy? You can't do that. It will take you 20 years to build a brand that way." To prove his point Lois showed boards with adverts for Armani, Versace and a whole host of other designers. He had taken the names off the artwork and challenged Hilfiger to identify the brand by the image. "It was almost impossible, so he convinced me that we should be doing something very different."

Lois then showed Hilfiger the campaign he had in mind. "I told him I wouldn't do it and that it was embarrassing and obnoxious, but my partners pointed out that we didn't have a lot of money at the time and had to get the name out there as effectively as we could so I reluctantly agreed. It was the first time I considered quitting the business and putting my head in the sand. I was so embarrassed and it was so unnerving. After it ran, I thought it was horrible and [I asked myself] why did I listen to them? I told myself I should have gone with the models on the beach."



Some people may indeed have thought that Hilfiger was obnoxious, but Lois was proved undoubtedly correct. And the man who had not long before considered changing his name to Tommy Hill because it was easier to pronounce soon found that he was himself a household name. Ironically, many people actually assumed the name was made up, almost like fashion's answer to Uncle Ben's.

Today he is so famous that he doesn't need to use the real surname. To millions of people around the world he is simply "Tommy" – even the company website is just tommy.com. There is none of the slightly pusillanimous scraping here that you sometimes find in the fashion courts of Paris and Milan. Of course, Hilfiger's staff respect their boss but they obviously have a great deal of affection for him, too.

He is also one of those annoying people who gets better with age. When we meet in Claridge's a few days after hosting his annual London Collections Men dinner (the special guest this year was the newly hip Lionel Richie), he is immaculate and looks nothing



like his 64 years. Indeed he looks the same age he was when I first met him nearly ten years ago. He is also recognised by almost everyone. When he strides across the room to greet Arnold Schwarzenegger, who is there on his tour for the latest *Terminator* outing, faces turn to clock him, while also noticing that Hilfiger's face has weathered much better than Arnie's.

His privacy, however, is respected – something that Hilfiger appreciates. "I like going away and not being bothered. Now, in the States, having a meal at a public restaurant is not the most private thing I could do. Admittedly, being well-known does help get you into special restaurants but my children are so over people coming over and wanting pictures and autographs."

Hilfiger is of Swiss-German origin (although he also claims to be a direct descendent of Robert Burns). He was born in Elmira, a small town in the back of beyond New York State. His father was a jeweller, his mother a nurse and he was the second of nine children. His childhood wasn't particularly happy and he failed to excel at school. He wanted to be an American football player but the fact he weighed under eight stone made that an unlikely outcome career-wise. So he concentrated on music and girls and it was his love for Mick Jagger and David Bowie that sowed the seed of self-reinvention and the thought that he could turn from zero to hero.

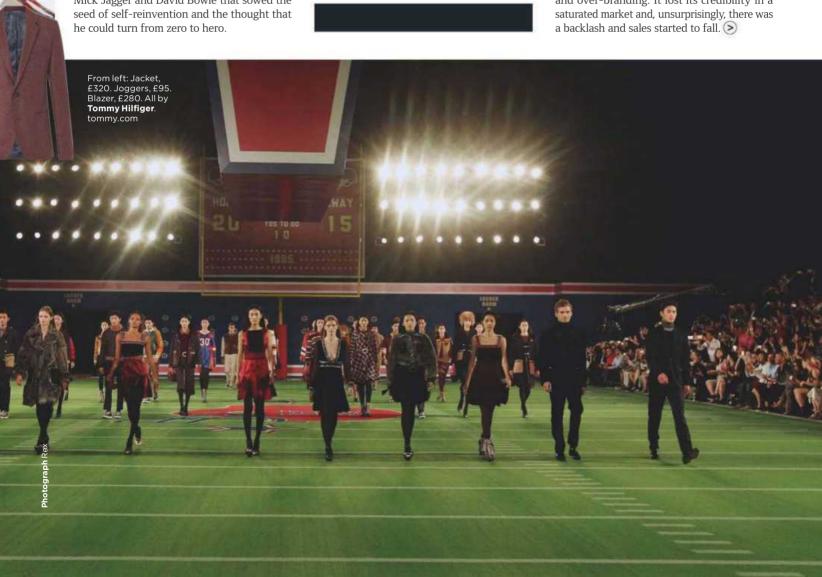
With little hope of getting into university, his thoughts turned to business and he started going down to Manhattan to stock up on the bell-bottoms worn by his heroes to then sell to his friends at a profit. This led to him opening his own store, People's Place, selling records, rolling paper and incense. He started going to the city more regularly and was soon hanging out at Studio 54 with Andy Warhol.

Unfortunately, by the time he was 25, People's Place had gone bust. "The reason I went bankrupt was because I knew nothing about business and I simply ran out of money," he admits. "People were stealing from me and I didn't know if I was profitable or not. Above all I was a bit, you know, distracted you might say. In those Studio 54 days I used to stay up late and come into the office mid-afternoon."

The world went mad for his bright Nantucket-meets-NWA aesthetic Bruised but not beaten, Hilfiger knew exactly what he wanted to do to come back. He wanted to build a lifestyle brand and in 1985 he had founded the Tommy Hilfiger Corporation with the help of Indian fashion mogul Mohan Murjani – the man who had given the world the first designer jeans brand Gloria Vanderbilt. And soon, his name was literally dominating Midtown Manhattan.

The world went mad for his bright Nantucket-meets-NWA aesthetic and when Snoop Dogg wore Tommy on *Saturday Night Live* in 1994, sales went through the roof. Hilfiger was one of the first designers enthusiastically to embrace celebrity endorsement. He worked with Aaliyah and in 1999 the label was the main sponsor of Britney Spears' ... Baby One More Time tour.

But this very success was already setting him up for disaster. "We were becoming so popular but we kept the machine running too long," he says. "We ended up cheapening the brand. I could feel it happening but it was like jumping on a train that you can't stop. There was so much demand for the product and we were also a public company at the time so we needed to push the share price up and so were pushing and pushing and pushing." The Hilfiger name was tarnished with ubiquity and over-branding. It lost its credibility in a saturated market and, unsurprisingly, there was a backlash and sales started to fall.



Dut his early experiences of bankruptcy had put iron into Hilfiger's soul. "The issue is that a lot of businesses run into that wall and don't survive to come back. I never thought that I would be one of those casualties." So, in 2006, the company was sold to venture capitalists Apax Partners for \$1.6 billion.

Hilfiger didn't exit at this stage, however, and he and his partners realised that the solution to the brand's problems was already staring them in the face – in their European business.

"In Europe we hadn't seen that logo explosion and the brand had remained true to its DNA. It was positioned higher and the growth on this side of the Atlantic had been very methodical. So we decided to take a page out of the European book and then apply it to the world"

So it was back to the classic preppy-witha-twist look of buttoned-down shirts and chinos, and the sales soon started to grow again. Goodbye hip hop, hello again Harvard. "After we had started to penetrate Europe I realised that there was an appreciation and an appetite for American casualwear around the world, especially among people in Tokyo, Hong Kong and a few other key cities."

By 2009, as is the way with VC-ers, Apax was itching for an exit. An approach by the clothing conglomerate Phillips-Van Heusen Corp, owners of the eponymous shirt brand and Calvin Klein, was just what the bottom line ordered. The following year Apax sold out – and, in the process, doubled its money.

And so, *Forbes* now describes Hilfiger as "Turnaround Tommy". In December last year, the magazine reported, "To save Tommy Hilfiger they're breaking all the rules of modern retail: raising prices, tailoring clothes smaller, alienating customers and cutting off stores. It's a counterintuitive strategy, but it's working.

"Worldwide revenues hit a record \$3.4bn in 2013, up seven per cent from the year before (for perspective, sales were \$1.8bn in 2005, during the brand's slump)."

And he still loves the day-to-day business of fashion. "I enjoy it," he explains, "because I'm still very curious about the world and this business. I get bored very easily so I like to see something new the whole time. That's why I really enjoy the creative side fashion offers—the fashion shows, the ad campaigns, the vision of where the brand and the collections are going. I spent yesterday in Amsterdam looking at all the collections and the actual product, and that feels really good. It feels good to touch and feel and try on."

He may come across as Mr Nice Guy, but no one builds up a multi-billion-dollar business by being a pushover, so as Hilfiger's principal designer he can still cause his teams to jump. "I am pretty hands-on with the actual creative side of it. I have a great team under me that I compliment 90 per cent of the time – but that means that the other ten per cent of the time they can get a little nervous. If someone

'If someone designs something and puts my name on it, I have to love it'

designs something and puts my name on it, I have to love it. If I see something I don't love, I get really emotionally drained. I was looking at some women's blouses the other day and, to be perfectly frank, I hated them. I asked why they were in the collection and was told that 'we have customers who like these sorts of things'. So I told them that they were ugly and didn't feel right for me."

Despite occasionally making his team quake in their boots, Hilfiger is famous for being a big family man. Indeed, one Tommy campaign featured his family – "Though I wasn't actually in the family shot myself, it was another grey-haired guy so everyone thought that they had seen me in it". He has four children by his first wife Susie – Ally, Ricky, Elizabeth and Kathleen – while with his second wife Dee he has a six-year-old son called Sebastian.

"My children keep me young. I think that because I am around young people all the time I am absorbing and feeding off them. I like to know what's going on in pop culture as well as in art, music, entertainment, sport, everything. I was with my son the other night. He's 25, a musician, dates a musician and there were models and actors and all sorts of people around him. Everyone has a different thing

going on and it's very interesting to talk to these young people to find out why they do what they do and what they are doing next in LA, New York, London... They are all travelling all the time. It's all, 'Yesterday we were in Hong Kong but I'm going to be in LA tomorrow and I'm filming a movie in Hollywood. After the movie I'm going to vacation on Bora Bora.' Talking to these people is like being on the move all the time."

Not that Hilfiger stays still for long himself, with an apartment in the Plaza in New York City, and homes in Connecticut, Miami and Mustique. And like many of his fellow American businessmen, he is also an active philanthropist. "When I was young, although we weren't wealthy by any means, my mother took young children into our home who were less fortunate and taught us at a young age that we should give something back. Even before I started making money I built a community centre in my hometown for underprivileged children. I then built a summer camp for the Fresh Air Fund, taking kids out of the ghettos in New York City. Then I found out my sister has MS. It has been a struggle, so I started raising money for this terrible disease. Our family has also been affected by autism, so my wife and I are on the board of the Autism Speaks Association, raising money for a research department to find a cure."

The next big push for Hilfiger the brand is a range of underwear, with Rafael Nadal as the, well, face, for want of a better word and to spare our blushes. "We photographed him in his underwear and while we haven't released the photograph yet I can tell you it is amazing. He has one hell of a body and is the perfect underwear model. Why can't I look like that?"

It seems there are still one or two tricks that Turnaround Tommy can't pull off so he will be keeping his clothes on for now.





HOME IS WHERE THE ART IS

TOMMY and Dee Hilfiger's beachfront home (left), just north of Miami, exploded with colour and verve over the pages of the world's most prestigious interiors magazines when it was finally finished last year. To say it has the wow factor is an understatement.

The design is the work of Martyn Lawrence Bullard who worked in Sir Elton John and David Furnish's Californian home so is used to catering for a clientele with an extravagant sense of style. The Hilfigers wanted the house to reflect the vibrancy

and colours of Miami itself and Bullard describes the result as "part art gallery and part Seventies disco madness".

And while the decor

may be mad, the art on the walls is serious. "When I moved to New York in the beginning I met Andy Warhol and was interested in what he was doing. We used to go to This studio at] The Factory and you would always see something interesting going on. At that point I became more interested in art Warhol offered me paintings at prices that were at less than what it costs to have

high tea in Claridge's, but I couldn't afford it. When I started making money, however, I started collecting."

Today, their Miami home is a trove of pop and post-pop masterpieces, including works by Warhol, **Jean-Michel Basquiat** and Tracey Emin. Hilfiger himself counts artists Marc Quinn and **Jeff Koons** as friends

Besides pictures, the walls are covered in swirls, spots and even, seriously, scratch-and-sniff wallpaper. But then, Hilfiger admits that after his Studio 54 days, there are no lines he wouldn't cross.





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JE SUIS TORY SCUM

Like millions of others, I joined the ranks of reluctant Conservatives at the last election. To the haters on the left, I have sold my soul and turned to the dark side. And I'll do it again, because the left has nothing to offer. Here comes the abuse...

first realised that I was Tory scum on the weekend after the general election. The losing side was throwing a terrible tantrum. "F*** TORY SCUM", they sprayed on a Whitehall memorial dedicated to the women who fought in the Second World War. Well, that's me, I thought. They are definitely talking about me. Because whatever these people believe, I know that I will always be on the other side.

Like eleven million of my countrymen, I had voted Conservative because the alternative felt indistinguishable from national suicide.

This is what the pollsters got so terribly wrong – the general election was decided not by shy Tories but by us reluctant Conservatives. The millions like me who saw nothing but catastrophe in Labour's addiction to high taxes and big spending, their loathing of success, the way they could use a word like "mansion" with a straight face and, above all, that endless pious prattle about the NHS – as though the British have no other identity but as a sickly, enfeebled, diseased people in need of having our bottoms wiped by the state from dawn till dusk.

Red Ed, Fat Ed and all their unreconstructed comrades appalled me. But it was only when I saw that ugly graffiti sprayed on a memorial to women who gave their life for our freedom that I knew I would vote Conservative for the rest of my life. I looked at that graffiti – those three hateful little words – and felt an implacable opposition that will remain with me to my grave, something very like what they must have felt in Paris after mass murder had come to the offices of *Charlie Hebdo*. I knew, as the old Bowie song has it, that the shame was on the other side. And I thought, "Je suis Tory scum."

I like Ed Miliband. Whenever I have met him, I have found him to be an engaging and intelligent man. I don't think he's stupid. I don't think he's weird. I believe Miliband to be a well-intentioned man of principle who would have done to the British economy exactly what his socialist hero François Hollande has done to France. Wreck it for a generation.

But none of that makes Ed a bad person. None of that makes him scum. So why are those of us who believe in a different economic model – one where aspiration is encouraged, where the state gets out of your way and doesn't spend money it doesn't have – morally

Given the chance to vote for socialism, the British people run in the opposite direction. It doesn't make us

bad people

reprehensible? Exactly why are we scum? History suggests that, when presented with the chance to vote for socialism the British people always run as fast as we can in the opposite direction. It doesn't make us bad people. But the left have lost the argument and are reduced to shrieking abuse.

Twitter – the frat house of left-wing piety – was incandescent in the aftermath of the general election. One popular image, widely shared, was of a deliveryman waiting outside Eleven Downing Street with a trolley loaded with champagne. Oh, those wicked Tories! Swilling champagne while Martin Freeman rummages through a food bank! Tory scum! But the image was misleading because it dated from 9 September 2004, when Labour were in power and Gordon Brown, chancellor of the exchequer, had his big fat backside firmly planted in Eleven Downing Street. "If you tell a lie big enough and keep repeating it, people will eventually come to believe it," proclaimed Nazi propaganda minister Joseph Goebbels. And the big lie of our time is that the liberal left is morally pure and the Tories are filth.

But I will vote Tory for the rest of my life because there will be nobody else to vote for. I grew up in a working-class Labour household, had the traditional loud left leanings in my young manhood, but that Labour party is receding into the mists of history, as relevant to our own time as the Whigs or the Monster Raving Loony Party. There is no Old Labour or New Labour any more; there is only Dead Labour – a 20th-century party who find themselves as pertinent as banana rationing.

For Labour, this was the Red Wedding of general elections. Labour were obliterated by the SNP north of the border, run ragged by Ukip in the north of England and washed away by the Tories in the south. Labour will never come back from this defeat. I would bet my last euro that Labour will become little more than a debating society, endlessly preaching their pious certainties to each other. It will suit them. They will be much happier. They will keep their virtue intact and never have to make hard decisions in the real world.

Who cares who leads the Labour party next? Who cares what sound bites some mealy-mouthed "moderniser" is coached to make about "aspiration"? They will never again reach out to anyone but their S

(>) dwindling core support. Dead Labour will get a warm glow when they remind each other how righteous they are, how morally superior to the wicked Tories. But the sanctimonious "progressives" who hate the Tories the most are always the party's greatest recruiting agents. Their shrill pieties make a much better case for Conservative government that David Cameron

Although the SNP may have annihilated Labour in Scotland, they drove England – where we have a sentimental attachment to democracy - into the arms of the Tory scum for generations. Every time the SNP's Nicola Sturgeon vowed, "We will lock David Cameron out of Number Ten," she showed him where the key to the door was hidden.

t wasn't just the pollsters who got it wrong. It was the celebrity circus of ageing love gods and socially concerned luvvies who told us the Tories were Satan's spawn. Billy Bragg. Bilbo Baggins. All the shrill keyboard comrades on Twitter. It was the Guardian, sagely supporting Labour. And it was the BBC where, shortly before the general election. Andrew Marr wrongly accused David Cameron of "loving" fox hunting - TORY SCUM! - and later made a grovelling apology. "It turns out he never said it," choked Marr. The BBC today is about as representative of the British people as the men's toilets at the *Guardian*. Fifteen million people voted for the Tories or Ukip - but how many of them work in Broadcasting House? My guess would be: none. But none of it mattered.

The heartland of our country turns out to be staunchly conservative with a very small "c", and more than ten million of us remained remarkably unmoved by a political party broadcast by Bilbo Baggins and earnest leaders in the Guardian. We didn't care what they thought. Eddie Izzard stood by Ed Miliband's side in Scotland and we did not care. In fact, they made Tory scum of us all

How certain they were that Labour would get to play the SNP's bitch. How little they know of the people of this country. More than ten million of us elected an Old Etonian prime minister and a Conservative government because there truly seemed to be no viable alternative.

We are often judged to be beyond the age of great political loyalties, when voters supported one party for a lifetime, as though it was a football team. And perhaps it is true. For among the nearly eleven million who voted Conservative were millions of Tories who came in from the cold – those of us who voted for Ukip at the European elections, but backed the Tories on 7 May. This was hard on Ukip - who got twice as many votes as the SNP, but returned only one MP - but so much was at stake that nobody had the luxury of a protest vote. We became Tory scum for the sake of the nation.

desired the freedom to discuss immigration without being thought of as racist, xenophobic and not very nice, then there was no alternative. If you want dignity for your parents, a better life for your children and a country

Because if you wanted economic stability, if you

place to go.

that is not cowed by the politics of spite and envy, then there was no other way. If the Jurassic socialism of the Eds sickened you, all that palpable loathing of success dressed up as moral superiority, then there was only one

The loud left react with furious disbelief at the result of a democratic election. So how are the Tories morally inferior to this shower?

And it is no bad thing to vote for a party without any great expectations that they will lead you to some bright, shining new dawn. Because they never do. That is why politicians who are swept to power on a wave of wild hope - from Tony Blair to Nick Clegg - always end up as despised figures who disappoint those who loved them the most. Clegg will never be forgiven by all the dippy Lib Dems for the betrayal on tuition fees and Blair easily the most successful Labour Party leader in history - will always be loathed for his dirty little war in Iraq. Cameron will not break our hearts, because the millions who voted for him do not expect him to change our world. We just want him to do no harm. We see our country slowly emerging from the worst recession of our lifetimes and we don't want anyone to cock it up.

In his resignation speech, Ed Miliband declared that Labour may have lost the election but they "did not lose the argument". But of course Labour lost the argument - emphatically, comprehensively, totally. Presented with Miliband's vision of a socialist paradise, the British people reacted in exactly the same way they did when it was offered to them by Neil Kinnock and Michael Foot. They rejected it against all predictions. The left lost the argument and now they howl in the wilderness.

"You rarely hear people saying they 'hate' the Labour party," wrote Dominic Sandbrook in the Daily Mail. "You certainly hear it about the Conservatives - or, as leftwing activists like to call them, 'Tory scum'."

Who are these people screaming "Tory scum"? Most seem to hail from academia or the creative arts and have a column or blog in the Guardian. They are certainly not the working class. Rod Liddle wrote in the Spectator, "According to the pollster Peter Kellner, Ukip's support base is 61 per cent working class - way more than Labour, the party set up to represent the working class... Labour will be left as a party of the affluent, secular, achingly liberal London middle classes – plus all those minorities who have not yet decided to vote Green."

A total of 11,334,576 people voted Conservative not because the Tories are cruel, stupid or evil. Those softly spoken millions were not brainwashed by the right-wing press. They know what they want and it is certainly not Fat Ed talking about "mansions". Get beyond the watering holes of the metropolitan elite and the heartland's deeply held values - my family, my work, my country – are the new mainstream.

The loud left are as pertinent to modern Britain as blacksmiths. No wonder their protests are increasingly ugly. They react with furious disbelief at the result of a democratic election. They rave about balancing the nation's books as if it was like drowning kittens in a sack. They scream in our faces about their own compassion while bandying around epithets like "scum" and "filth" with the vicious abandon of Nazis talking about Jews.

So how are the Tories morally inferior to this shower? The Conservatives now look like the natural party of government because only they seem to understand what our people believe. Hard work, a quiet patriotism, an instinctive self-reliance. And a future aspiring to more than having your bedpan changed by some saintly NHS nurse.

And every time I see another anti-austerity placard, or a Labour-loving hobbit, or defaced war memorial, I find myself warming to the pejorative the mob love to chuck around. I feel like wearing it as a badge of honour.

Tory scum. C'est moi. 🚳

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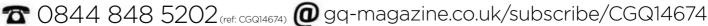
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WISH LIST

Polo shirt

"I got to try this on in a shoot I did in the

US, and I love how Acne Studios keeps

great quality. It definitely feels like it's

worth the price." £250. acnestudios.com

things simple and classic. The material is

PHOTOGRAPH BY SIMON WEBB

Clippers

"I cut my own hair as I can't trust barbers. I've been doing it since high school. This Andis T-Outliner trimmer gives a really crisp edge." £57. At KolourKolour. kolourkolour.co.uk

Polo shirt

"I love the colour and the style of the collar. I love the style of the old soul singers and this vintage polo shirt looks like it's straight out of the Fifties."

> WISH LI Bag

"The leather material on this Billykirk bag is great, and I'm a big fan of the sand colour. I always need a good bag when I tour." £317. billykirk.com

"This vintage Lord Forecaster

coat was given to me by a friend

of my tour manager just before I

came to London to play a show. I thought it had a real London

vibe. I wore it every day with

WISH LIST

Boots

"I'm a huge boot fan, and these by Mr Hare are really cool. I love the quality of the suede, the size of the heel and how high the ankle is." £499. mrhare.com

Trousers

my fedora."

"I bought these in a thrift shop, and they didn't even have the label in them any more. I just think it's really cool being able to go into a thrift shop and find something someone's grandfather would have worn."

WISH LIST

Mac

"I love this Burberry coat because it's really simple, and that's what my style is about. It's a real classy coat." £695. burberry.com

Shoes

"When I was touring I had one pair of shoes I wore all the time and they got all scratched up, so I wanted some Cole Haan Oxford shoes I could wear with a suit." \bigcirc £155. colehaan.com

HOW NOTTO...mansplain

Patronising? Probably. Arrogant? OK. But take that away and we've got very little to say. Still, that's no excuse...

isten up. We need to talk about mansplaining. Though only if you are men, obviously. Because if you aren't men then I'll be mansplaining mansplaining to you and we'll enter an infinite mansplaining loop which won't end until I've actually morphed into Alan Partridge shouting you down about why you shouldn't take the A11 all the way to Norwich, even though you aren't going anywhere near there, anyway.

To mansplain is to explain, but in a manner that only men do, laden with arrogance, condescension and a presumption of our right to be heard. Your classic mansplainer, for future reference, is probably a 19-year-old fighter for the Islamic State, with a beard no more full than the one you'd find dangling off a very old man's scrotum, waving his forefinger around on a YouTube video while he explains why he ought to have lots and lots of wives because America is nasty. This, to be clear, is precisely how not to sound. And, while I personally don't feel I actually sound much like that, anyway, the crucial point is that it's not up to me. If a woman tells you that you are mansplaining, then you are. Them's

To be honest, I don't really know what women are supposed to do that is so terribly different. Probably it's much the same, but with more hugs and biscuits. Only, that's not a strategy that's really available to men either. "You're patronising me." "Sssh. C'mere. Have a biscuit." No. Frankly, if they'd invented the whole mansplain concept a few years earlier, I'd probably still be a virgin. I mean, if you can't inform a woman that she



ought to go out with you by making her sit in a chair, writing a list of reasons why you're awesome on a whiteboard and pointing them out with a cane while insisting upon absolute respectful silence, then I'm sorry, but I simply don't see how

romance is supposed to happen.

But if a man isn't allowed to speak to a woman as he always has, what should he do instead? Because certainly, you can't just listen to how women talk and copy them. There are rules, like the way they all still talk about buying clothes in Hennes. even though it's been H&M for decades now. You'll never learn them all. And it's not like there are shortcuts here. You'd think, for example, you might be able to take some pointers from somebody like Samantha on Sex And The City on account of the way everybody used to say she was supposed to be a man in a woman's body. Only I was watching that the other day, by mistake, and the only things she ever talks about is orgasms. Over brunch. And I don't really want to

Hot air buffoon: If a woman tells you you're mainsplaining, then you are there is no point arguing about it be the talks-about-orgasms-overbrunch guy. I don't feel it would be terribly me.

Honesty is bad, too. "Does this playsuit make me look like a Florida pensioner?" this woman said to me, just the other day. Yeah. Where do you go with that? Like, do they want it to or not want it to? Maybe that's the big look right now. It's totally feasible. Literally the only thing you can do is run away screaming.

Back in the early days of Pick-Up Artist culture, maybe 15 years ago, quite a lot of men made an awful amount of money teaching other men how to speak to women. It was bollocks, though. It was all just saying, "I sense you're a terribly intuitive person!" while waiting for the right moment to sensuously bite them on the elbow. Forget all of that. If nothing else, it was all about sex, and actually sex is the very last thing you want to talk to women about, unless you're actually in the process of having it. Often even then, in fact.

You want to gossip, you want to bitch. You want to talk ideas, concepts, ambitions, booze, drugs, telly and everything else. You want to talk, in fact, just like you used to talk with men. Because something goes wrong with men, doesn't it? Bloody boring men. Somewhere around early middle age, except for a rare and lucky few, the brain seems to just... ossify. Conversation turns into a recitation of anecdotes past. At best. At worst, it just goes, altogether.

Women aren't like that. Women stay fresh, like I used to be. In fact, I remember this one amazing, life-enhancing, world-view-changing chat I had with my mate Tom in about 1997, when we drove down to Norwich. Although not on the A11. What are you, mad? You want to come off at Cringleford, love. Take the A47. Now, shush. What was I saying?

 Hugo Rifkind is a writer for the Times.



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EDITED BY PAUL HENDERSON

NIGHT RIDER

Self-confident, beautifully proportioned and efficient, the second-generation Jaguar XF can be all things to all men. **Jason Barlow** hunts down the sports saloon driving the British marque ahead of the pack

Year of the cat: The Jaguar XF, here on the streets of Dubai, has a bodyside panel made entirely from aluminium, which means it is lighter, stiffer and more dynamic on the road







CARS

Powering up: The Jaguar XF has been 'driven by simplicity' says design director lan Callum. The new XF has a Meridian audio system (bottom right) and infotainment touchscreen (inset)



ike choosing new *Top Gear* presenters, designing then unveiling an all-new car is a process that's precision-tooled to polarise opinion. Good things reward effort, and aren't instantly assimilable. That's the rule, surely?

On the other hand, the new Jaguar XF could be the perfect car for an era defined by its lust for instant gratification. All car companies are locked in a costly cycle of

self-renewal, but as the follow-up to the car that set Jaguar on its current modernist path, the second-gen XF is self-confident without swaggering. Design director Ian Callum has nurtured arguably the best team in the business, and if the XF looks like an upscaled

facsimile of the XE – the small sports saloon hitting critical mass on our roads about now – then not only is it borrowing from one of 2015's stars, it also offers a bigger canvas.

That allows its creators to stretch out, which is exactly what they've done. Admittedly, the front end is perhaps more crisply defined than the rear, and Jaguar just can't seem to get the hang of alloy wheel design, but if a better-proportioned car goes on sale this year, I'll eat Paddy Ashdown's infamous exit-poll hat. "We've been driven by the discipline of simplicity," Callum says,

evenly. "It's easy to add lines to a car, but much harder to add character by leaving lines out."

They still managed to preserve a power bulge on the bonnet, though; some things are clearly worth hanging on to.

The influence of the booming Asia-Pacific markets on luxury cars might have diminished the XF's sense of Britishness, but only the most myopic breed of auto-Farage

could grumble about that. Besides, like the XE, the XF's real beauty lies in its construction and engineering. Modern cars, laden with safety kit and all the toys the consumer now demands, have become bloated. Reducing weight benefits a car's

athleticism, but also cuts emissions and consumption. Using aluminium is the only viable option in mass production, and the XF's chassis is 190kg lighter than its predecessor. Its bodyside panel is a single-piece aluminium pressing that weighs just 6kg - a hellishly tricky thing to pull off on the factory floor - and various other bits of the car are made of magnesium. The XF is now up to 28 per cent stiffer, which is the sort of abstract number on a page that translates into a palpably more dynamic driving experience on the road.

'It's easy to add lines to a car, but much harder to add character by leaving lines out'



Thanks to Jaguar's Aluminium Intensive Architecture (below), the XF weight distribution achieves a perfect handling 50:50 balance.

ENGINE

2-litre diesel, 163bhp

PERFORMANCE

0-62mph in 8.2secs; top speed, 132mph PRICE

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Again, the XE paves the way. It's GQ's new sports saloon of choice, so the bigger executive car battle against Jaguar's trad Audi, BMW and Mercedes foes really is the XF's to lose. Especially given that the clever structure is harnessed to intelligent and efficient all-new engines, including a 2.0-litre diesel that coughs out a city car-lite 104g/km of CO2. Naturally, we're more drawn to the XFS, which borrows the F-Type's supercharged, 375bhp 3.0-litre to deliver nearsupercar-bothering performance, and the beneath-the-skin tech including torque vectoring and a very trick multi-link rear suspension set-up - to deliver the handling to match.

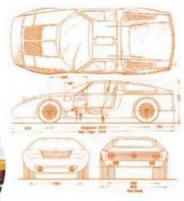
We're also pretty sure we'd have to add the 825W Meridian audio system, to go with the 10.2in infotainment touchscreen, the configurable 12.3in TFT instrument panel, and the laser head-up display. That might push the 3.0 S beyond its £49,950 list price, but we'll cope. At least until the 550bhp XF SVR rocks up in 18 months' time, a car that will extinguish any lingering mental polarities for good.

Meet Mercedes' legendary C111, one of the most influential concept cars of the past 40 years. GQ took off in this space-race classic and found it as comfortable on the catwalk as it was on the road

ercedes' adventures with gull-wing doors span the epochal Fifties 300SL and last year's mighty SLS. But there was a third model, a car with a mystical resonance for Merc diehards, or fans of Seventies concept cars. The C111 sits alongside the likes of Pininfarina's Ferrari Modulo and Stratos Zero, and Bertone's Carabo as the king of car design at its most wildly expressionist. Every creative in the business will have pictures of these things on a mood-board somewhere.

But the Mercedes is different. The C111 first appeared at 1969's Frankfurt motor show, barely seven weeks after the first moon landing and looking like a vehicle that could repeat the feat. Far from being a piece of eye candy, it was a functioning experimental prototype powered by a radical rotary engine that posited a whole new approach to internal combustion.

In 1970, a further four were made, with various other iterations sprinkled throughout the next few years. In fact, a total of 14 would be made in all. Having abandoned the tricky rotary unit for a turbocharged diesel, Mercedes also installed its silky



3.5-litre V8 into a C111 at some point in the early Seventies, a car that recently starred in a film promoting Berlin fashion week and almost upstaged the stars of

London Collections Men S/S 16. Not just with its orangeover-black retro-futuristic magnificence, but by being a proper runner.

We can verify this, because we've driven it, and not just round the block at walking pace. For a 45-year old concept car, the C111 is frankly astonishing, as thoroughly engineered as any other Mercedes of the period – and this at

a time when its cars could rival Fort Knox for impregnability. Those wild doors and

swooping body panels are the real knockout, and the interior has the hyperreal atmosphere Stanley Kubrick nailed

Kubrick nailed so expertly in A Clockwork Orange. But true to its

experimental remit the C111's rear suspension featured a new set-up that would find its way into the next generation of

Mercedes road cars. So it actually handles beautifully, riding and gliding over typically choppy British B-roads with unexpected aplomb.

It's also pretty fast, and its gearbox has a surprisingly treacly smooth action. In fact, the biggest threat to its wellbeing is likely to come from a Surrey pensioner in a Micra, so reluctantly we ease off. The C111 is insured for £5m, but its real value is incalculable. And deserved. JB For more, visit mercedes-benz.co.uk

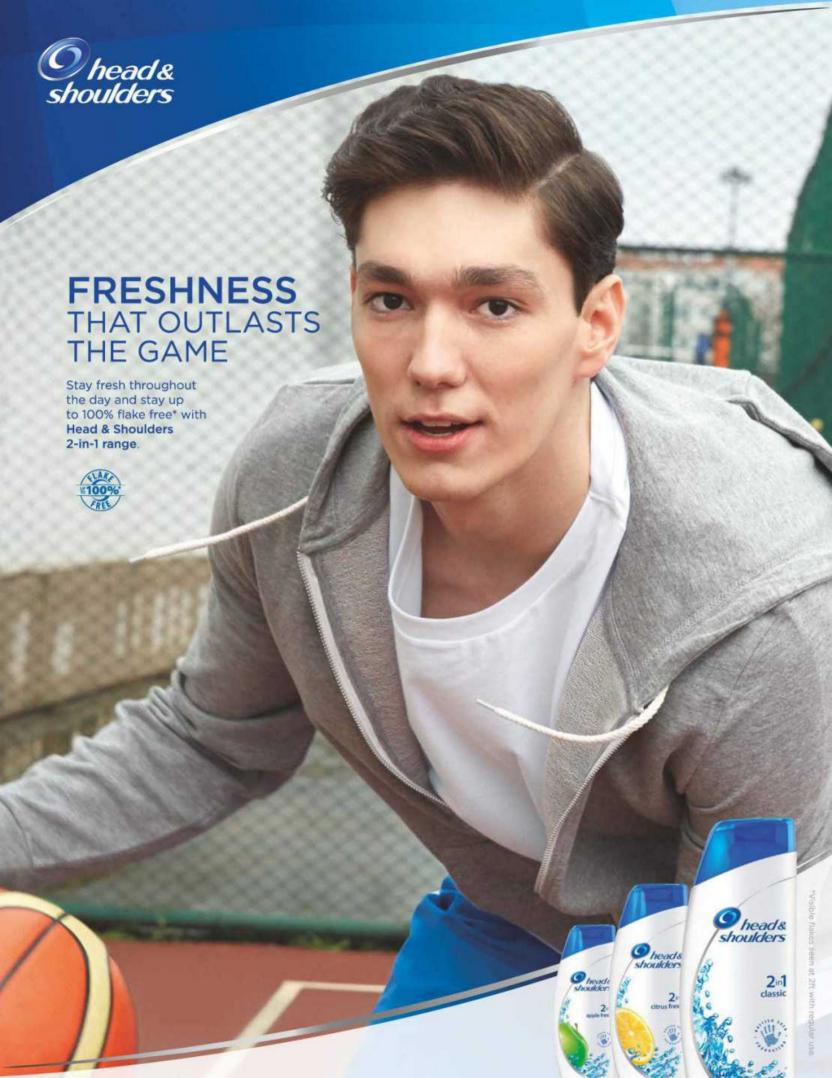
the concept car; Lewis Hamilton with a C111 at the 2015 London Collections Men; at the Nardo Ring, southern Italy in 1979; the C111 with its gull-wings on full display

Merc rising: (from

top) Illustrations of

the Mercedes C111; three variations of

Those doors are a knockout, and the interior has the atmosphere of A Clockwork Orange







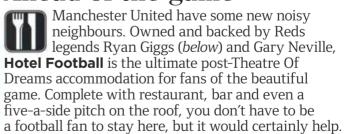
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THE HOTEL

Hotel Football



Chicken pies from a Michelin-starred chef, a rooftop pitch and just a stone's throw from Old Trafford – Manchester's new £20m signing is moving the goalposts in match-day hospitality...

MANCHESTER United don't miss many marketing opportunities, but when a little patch of ground just outside their stadium became available for lease a couple of years ago, they did what any other international billion-dollar brand would do... they ignored it. Unfortunately for United, a network of Old Trafford old boys led by Gary Neville and Ryan Giggs snapped it up and promptly announced they were planning to build a hotel in the awkward space next to the canal.

United were appalled. They huffed about the hotel blocking the view of the stadium and they puffed against planning application, but ultimately all their arguments fell down. Now they have to live with some new noisy neighbours. And to make things worse, they



are reminded of their presence every time they look out of their boardroom window.

But if Manchester United aren't happy about the arrival of Hotel Football, nobody else shares their frustration. Since the £20m hotel/restaurant/bar/conference centre/five-aside pitch opened earlier this year, the attendance figures for the 133-rooms has been high, and the popularity of the 750-capacity basement bar (the Old Trafford Supporters Club, complete with pool tables and TVs) has been such that they can charge a £1 entry. (And before you start crying about financial unfair play, you should know that all the money raised from admittance is invested in the local community.)

The rooms themselves are small and in truth lack the personality of the rest of the hotel (for instance, the corridors are decorated with subtle Panini football sticker-style wallpaper), but you cannot fault the comfort, the attention to detail or the finish in the bathrooms. Design-wise, there are neat little touches even Paul Scholes would be proud of, including football-inspired art work from local students, classic sweet-shop confectionery in the minibar and a "Sir Alex Ferguson" hair-dryer in the drawer (it's not really called that... shame).

And on the top floor you'll find Heaven, in theory a penthouse five-a-side pitch looking out over Manchester, but used mainly as an



astro-turfed space for parties. If the weather is good, guests can enjoy the fully retractable roof. Needless to say this is Manchester, so don't get your hopes up. Far more reliable is Cafe Football, the ground-floor restaurant where two-Michelin-star chef Michael Wignall oversees modern interpretations of some old-school match-day meals, including sausage rolls, chicken-curry pie and Nev's Noodle Pot. And most of it tastes far better than it sounds.

It would be fair to say that the United Class of '92 have made an awful lot out of not very much, creating the world's first Premier League Inn. Next season, the team has plans for another hotel in the city centre, and the brand will undoubtedly go from strength to strength. No wonder Manchester United are kicking themselves. PH

Double rooms from £90. Hotel Football,
 99 Sir Matt Busby Way, Stretford, Manchester
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THE BOTTLE

Cloudy Bay Sauvignon Blanc 2014

YOU can get carried away with food and wine pairings, but when GQ dined at Bâtard in New York recently, we craved New Zealand's shockingly pure produce to go with its Ora King Salmon. Unfortunately, we had to settle for an Albariño, but ideally we'd have unscrewed a bottle of Cloudy Bay, a byword for exceptional Sauvignon Blanc for 30 years and now a growing force in the protected world of Pinot Noir (above), too. But while Burgundy keeps up its pushback, Cloudy Bay has long since confirmed Marlborough as one of the world's great wine-making regions.

The winery takes its name from a bay at Wairau Valley (coined by Captain Cook in 1770) and a label design featuring Richmond Range – together a terroir that offers the kind of cool maritime climate that delivers balanced, expressive wines with the ability to age. And while it shouldn't be limited to serving with Kiwi produce alone, for a sense of place that isn't too "matchy-matchy", why not? BP Cloudy Bay Sauvignon Blanc

2014, £23. At Roberson Wine.

robersonwine.com



THE ROUNDUP

Eating out: Big names with new addresses





Sesame
23 Garrick Street, London WC2.
sesamefood.co.uk

The setup: The mercurial and prolific Yotam Ottolenghi team bring the flavour of street food to a permanent location in Covent Garden, giving kebabs a sensational new lease of life. Eat this: Either a spiced lamb kebab with chopped salad, tahini, mint yogurt and zhoug (£6.80), or paprika and cardamom chicken with sauerkraut and hummus (£6.65). Drink that: Keep it simple with a





Café Murano 34-36 Tavistock Street, London WC2. cafemurano.co.uk



The setup: Gastronomic grand dame Angela Hartnett opens her second Café Murano. Expect more simple and brilliant seasonal Italian food from the restaurant, and fresh takeaway pasta from Pastificio next door.

Eat this: You have to order the arancini (£4). Follow up with farfalle, rabbit, peas and girolles (£10). Drink that: Have a Frank 75 Prosecco cocktail (£9)... or two... or three...





Smith & Wollensky
1-11 John Adam Street, London WC2.
smithandwollensky.co.uk



The setup: The iconic US steak house finally comes to London with Stephen Collins running the kitchen. Spread over two floors, this promises USDA prime dry-aged meat at its absolute best. Eat this: Seared scallops (£18). 140z sirloin (£40) with truffled mac'n'cheese (£10). And the giant chocolate cake (£15). Drink that: The American-sized (100ml) Manhattan (£16). PH

THE CLUB

Fu Manchu

home-made lemonade (£1.60).



Eating food in a nightclub should inspire dread. But surely there's a world where the two can come together in a venue that's not an affront to good taste? For how that might look, head to Fu Manchu

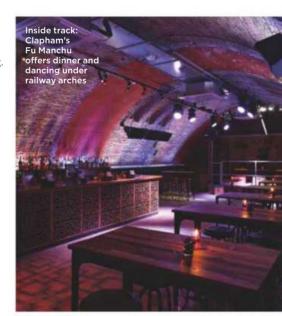
How have they cracked it? Simple: they don't try to offer both at the same time. It opens in restaurant mode at 5pm, serving food until 9pm. Then it operates solely as a bar until 11pm, by which point it has been quietly recalibrated for dancing. What does that mean for the interior? The venue is tucked under railway arches, with a raised section at the far end for tables. This works fine as long as there are people in the bar/dancefloor area; when it's quieter, the atmosphere can fall flat. We advise eating around 8pm.

Is there a dress code? Shirts and shoes rather than T-shirts and trainers.

Fu Manchu - who he? A fictional criminal and an outmoded Chinese stereotype. The venue's kitchen, however, which specialises in dim sum, is anything but reductive, serving light, fluffy pork buns, inventive salads and delicate crystal-skin parcels. Our favourite? The scallop and spinach dumpling. Is the music as good? It's a small venue, with a 250-person capacity, but it doesn't pull its punches. On Thursday there are live acts such as the critically acclaimed Delilah until 1am, and on Fridays and Saturdays it's house music from guest DJs all the way until 3am. Charlie Burton

• £5 entry. 15-16 Lendal Terrace, London SW4. fumanchu.co.uk





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Limited Edition - nabucco

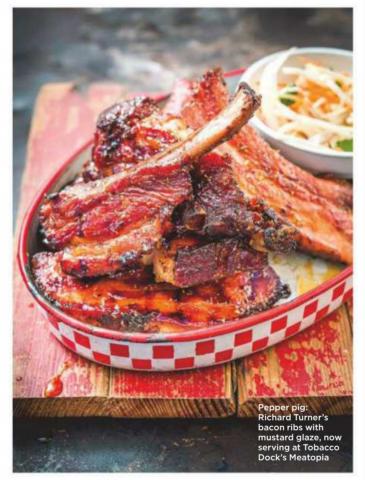
THE RECIPE

Meatopia

Meatopia UK takes place on 19-20 September. For more details, visit meatopia.co.uk



TO celebrate the third annual Meatopia UK, Hawksmoor head Richard Turner has turned his smoker up to eleven for these peppered bacon ribs. If you are of the view that you can't beat meat, head over to Tobacco Dock this month and bring an appetite.



Peppered bacon ribs by Richard Turner

FOR THE PORK RUB

Ingredients (makes 450g)

- 200g Maldon sea-salt flakes
- 200g light brown Muscovado sugar
- 10g (1 tbsp) wild fennel pollen
- 2 tsp Espelette
- pepper or paprika 2 tsp freshly ground
- Black pepper
- 20g garlic cloves

Method

 Blitz all the rub ingredients in a food processor or blender and spread on a clean trav to drv. Blitz again, then store in an airtight container

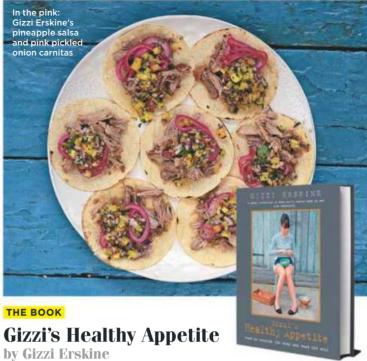
FOR THE MARINADE Ingredients (serves 4)

- Unsmoked bacon belly. with ribs
- 100ml maple syrup 50ml French's mustard
- 50g pork rub
- A smoker or charcoal barbecue, and a meat thermometer

Method

 Prepare smoker and set to 110C. Remove skin and inner membrane from the belly and massage with a small amount of maple syrup and mustard. Coat lightly in the rub mix and shake off any excess. Lay the ribs bone-side down in the smoker

- Smoke for 5 hours until the bacon ribs reach an internal temperature of 89C. Test ribs by holding with tongs to see if they "bounce". If they have a bit of resistance, similar to the touch of a medium rare steak, remove the ribs from the smoker.
- Pull alternate ribs out of the cooked bacon belly with a twist-and-pull movement. Cut into 300g portions, along the groove that has been left by the vacating rib, so each portion contains one rib. Coat with the marinade as you go.
- Serve dusted with crushed black pepper.



ALTHOUGH she once playfully described herself as "Nigella, except with tattoos and rock'n'roll", TV chef and recipe writer Gizzi Erskine has escaped the unhealthy hype of her early cooking career to establish herself as a seriously smart foodie

authority. She is also no fool, which goes some way to explaining why her latest book is hitched to the runaway freight train that is the Healthy Eating Express. And the great thing about Gizzi's take on eating clean is that she keeps flavour at the forefront of her cooking. She isn't teaching you anything you didn't already know (sugar is bad, fat is good, eat less meat), but what she is delivering are a lot of simple recipes for hungry home cooks that look as good as she does. PH

 Gizzi's Healthy Appetite by Gizzi Erskine (£25, Mitchell Beazley) is out now

THE PUB

The Marksman



WHEN a well-loved Hackney pub closes for refurbishment, one has an inkling it could soon lose

a smidgen of its original charm. And when the people behind it are St John veterans, their promise that it will remain "a proper London boozer" seems implausible. This will emerge a fancy gastropub, no doubt about it.

Yet, even as I approach The Marksman, my scepticism floats away. Sturdy men stand outside drinking beer, just as they should. Inside: wood panelling, a jukebox, banquettes, locals propping up the bar. Here, if your head isn't turned by a Shoreditch Blonde, you can always get a Fosters instead. Then there's the food, from chef-owners Tom Harris and Jon Rotheram. This simple British menu changes daily, with a run of small plates (let's call them starters) leading into five mains. It's all exceptionally good, from the stout wedges of cured sea trout to



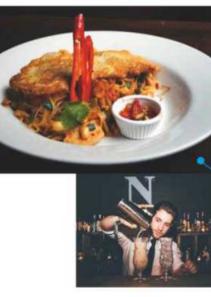
the beef and barley buns, like British baozi that will become the signature dish. There are fried potato sticks. woven into starchy rafts that float on burnt-onion mayonnaise, a slab of roast pork like the flat of your hand, and the masterstroke - a hedonistically fragrant slick of curried kid. I'm afraid, boys, this is not a proper London boozer after all. It's a lot better than that. Jennifer Bradly

 254 Hackney Road. London E2. 020 7739 7393, marksmanpublichouse.com

Le Langhe's hazelnut and black truffle parfait dessert



Evil Eyes' Thai rice noodles with dried shrimps, tofu, omelette and fish sauce



A master mixoligist of Nevermind (above) and its stripped-back interior (below)



THE NEIGHBOURHOOD

York

Train: London Kings Cross to York, from £55.40. thetrainline.com

Time: Two hours.

Drive: London to York, four hours, via the A1

With its droves of snap-happy tourists, York has always been a hot spot for weekend trips away and afternoon teas in oh-so-twee tearooms. However, some exciting new openings have revived this ancient city and reinvigorated its culinary flare.



FOR such a small city, York's selection of Italian restaurants

significantly outweighs the demand. But if you visit one, make sure it's (1) Le Langhe (Peasholme Green, 01904 622584. lelanahe.co.uk). The head chef and owner. Otto Bocca, has laid claim to what he believes is the "best pasta in Britain", and with the selection of rare Italian wines, this is the closest you'll get to being in Italy without leaving the country.

The only thing more popular here than Italian restaurants is ale. And there aren't many better places to enjoy a pint than the (2) Lamb & Lion Inn (2-4 High Petergate, 01904 612078, lambandlionyork.com), which has views of the city walls from its award-winning beer garden and a changing selection of five locally brewed guest ales.

If you find yourself in the mood for something stronger, then (3) Evil Eye (42 Stonegate, 01904 640002, evileyelounge. com) is the place to go. As the city's most spirit-heavy bar, it has no fewer than 112 cocktails on the menu, as well as a wide selection of Asian food, making it a brilliant destination for long, boozy lunches.

For something even more off-kilter, make your way to (4) Nevermind (8-10 Stonebow House, nevermindyork.com). With a stripped-back interior, and classic funk and soul soundtrack, it serves some of the city's most unusual cocktails, such as For The Love Of God, which includes sacramental wine, cognac and a communion wafer for good measure.

An equally adventurous meal can be found at French

restaurant (5) Le Cochon Aveugle (37 Walmgate, 01904 640222, lecochonaveugleyork. com), which offers a six course-tasting menu for £35. The food is cooked in an open kitchen by head chef Josh Overington, a recent graduate of the Roux brothers' three-Michelin-starred Waterside Inn.

From fine dining to hearty snacks. (6) Shambles Kitchen (28 Shambles, 01904 674684, shambleskitchen.co.uk) is situated on the city's most famous street, and the selection of shawarmas and pulled-pork sandwiches is enough to shoo away any hangovers.

When it comes to hotels, York's offerings are typically old-fashioned. But that doesn't necessarily mean that they're all frumpy and drab. (7) Grays **Court** (Chapter House Street, 01904 612613, grayscourtyork. com) has classically furnished bedrooms juxtaposed with fully kitted-out modern bathrooms, while its stunning medieval architecture, expansive garden and small run of nine rooms mean it is as popular as a wedding venue as it is for weekend getaways.

(8) The Grange (1 Clifton, 01904 644744) aranaehotel.co.uk) is also something of a hidden gem within the city. A short walk down Clifton, it has a dedicated crowd of regular guests and each of its rooms has a quintessentially English feel. Owners Jeremy and Viv Cassel

greet you. Will Grice

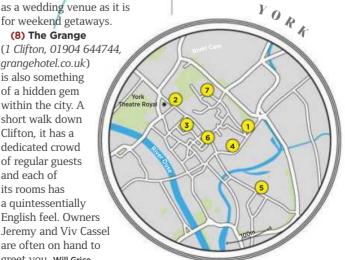


Hare à la royale (above) at Le Cochon Aveugle













GQ Bar Dubai

JW Marriott Marquis Hotel Sheikh Zayed Road, Dubai

gqbar.com | f







Where

has been eating this month...



THE IVY

After a long-overdue refurb, the old king of the London dining scene has returned to claim its crown.

STANDOUT DISH

Veal chop with roasted artichokes and salsa verde

1-5 West Street, London WC2. 020 7836 4751, the-ivy.co.uk



THE DUCK & RICE

Alan Yau's long-awaited Chinese gastropub has finally arrived... and it turns out it was well worth waiting for.

Jasmine-smoked pork rib

90 Berwick Street, London W1. 020 3327 7888, theduckandrice.com



BÂTARD

The best new restaurant in America boasts a stellar if stratospheric wine list and – a novelty here – a cheese trolley.

STANDOUT DISH

Octopus "pastrami"

239 W Broadway, New York NY 10013. +212 219 2777, batardtribeca.com



The Society Club

BOOKS and booze make good company, so it is fitting that The Society Club in London's Soho, a wonderfully eccentric bookshop by day that transforms into a welcoming cocktail

and members' bar by night, has made this special relationship its USP. The shelves of The Society Club are crammed with first editions and signed rarities from the classics and cult classics of British and American 20th-century literature, most of whose creators were no strangers to a decent drink themselves.

You may not wish to imbibe with quite the same relentless enthusiasm as the likes of F Scott Fitzgerald or Dylan Thomas, but this salubrious and intimate space just off Beak Street provides its members with an ideal environment to discuss high modernism over a Dorothy Parker-inspired whisky sour or one of five absinthe variations, including Ernest Hemingway's own champagne cocktail, Death In The Afternoon.

The venue is run by Soho royalty Babette Kulik and hosts regular book launches, readings and performances to complement its irregular clientele, and with shoppers including Jarvis Cocker, Rufus Wainwright and Bruce Weber, plus Mark Hix and Daisy Lowe among its members, it is fast becoming a badly kept secret among London's literature-loving cocktail addicts. With another outpost scheduled to open in Shoredich later this month, your chances of supping (and reading) *The Last Word* at last orders are about to double. **George Chesterton**

 12 Ingestre Place, London W1. 020 7437 1433, thesocietyclub.com



THE RESTAURANT

Morden & Lea



SAY what you like about **Gordon Ramsay**, but he knows culinary talent

when he sees it. Back when he treated a kitchen as a place of work rather than a TV studio, he helped bring out the best in some of our most creative cooks, from Marcus Wareing and Angela Hartnett, to Jason Atherton and Clare Smyth. Now it is the turn of Mark Sargeant, who has just launched his first venture in the capital.

A former Young Chef Of The Year, "Sarge" spent 13 years as one of Gordon's top lieutenants, co-writing many of his recipe books and running the kitchen at Claridge's When he left Gordon in 2009 he described it as "like getting divorced", but like many of Ramsay's exes he has found great success as a solo artist. First he opened two thriving restaurants - Rocksalt and The Smokehouse in Folkestone - followed by a book, My Kind Of Cooking, TV appearances and consultancies (he is chef director of The Strand Dining Rooms). Now he has unveiled the ambitious Morden & Lea

Spread over two floors - a setlunch/dinner brasserie upstairs, a no-reservations, sharing-plates space down - this relaxed and refined restaurant plays very much to Sarge's strengths with a clever, seasonally British menu. Generous starters such as miso-glazed mackerel and a crab ravioli were fresh and flavoursome, while mains of roast duck with garlic potatoes peach and broccoli, and fillet of cod with black rice, chorizo and baby squid, were big and bold. Desserts were hit (blackberry and lemon mess with pistachio cake) and miss (pressed strawberry and Chantilly cream), but Morden & Lea's biggest problem is its location.

Buried at the bottom of Wardour Street and surrounded by duck-decorated touristy Chinatown canteens, Morden & Lea will either thrive as an oasis of good taste, or get lost in the Piccadilly Circus foot traffic. Let's hope it is the former otherwise, as Sarge's old mentor would say, it'll be f***ed. PH O

 17 Wardour Street, London W1. 020 3764 2277, mordenandlea.com ASPINAL



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GQTRAVEL

EDITED BY BILL PRINCE

WHERE THE WILD THINGS ARE

Once the private bushland sprawl of one of New York's grand families, Kenya's Ol Jogi estate is now for conservation vacations

CONSIDER the prototypical safari: its premise is the game drive. At Ol Jogi, however, the animals come to you. Sheltered beneath a rocky outcrop in the Kenyan bush, the lodge opens out to a verdant lawn with, at the far end, its own large watering hole. Take lunch on the veranda and watch giraffes, zebra and impala amble up to drink, mere metres away; peer through binoculars from your sun lounger and the nearby plains teem with elephants.

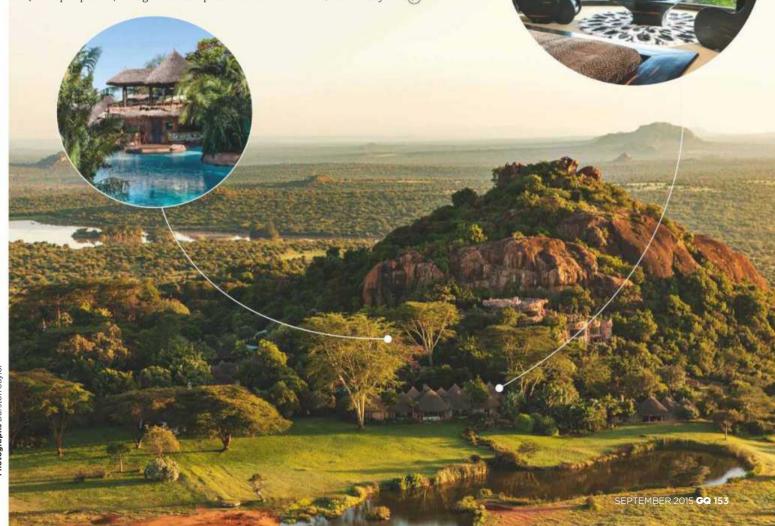
Ol Jogi is remarkable not only for its concentration of wildlife. It is the African retreat of the storied Wildenstein family of New York art dealers, who built the luxurious main house and its adjacent cottages in the late Seventies for their own pleasure. In 2013, the Wildensteins let the world in on their secret, opening it up to paying guests (it sleeps up to 14, though has been preserved as a home

rather than transformed into a hotel), offering exclusive use of its 58,000 private acres of the Laikipia Plateau.

Now owned by 35-year-old Alec Wildenstein Jr and his sister, Diane, Ol Jogi's new incarnation as a tourist destination is part of their ambition for it to become self-sustaining. Its upkeep is exorbitant because it functions almost like its own country. To reach Ol Jogi (named after a native shrub) guests fly 225km in a private charter from Nairobi, landing at an airstrip five minutes from the house. "We generate our own power, pump our own water and maintain our own roads," says Alec Wildenstein Jr. "Plus we have a school and a dispensary for staff." There are more than 300 staff, and alongside the array of butlers, vets and engineers there's a 120-man strong private

security force, supported by Kenya Wildlife Services, to protect endangered species from poachers. At the top of these increasingly organised criminals' wish list is rhino horn, now worth £38,000 per kg on the black market. The ranch is home to 47 black rhino and 18 white, necessitating an extensive deployment of guards overseen by wildlife and security manager, Jamie Gaymer. \bigcirc

Safari, so good: A rocky rise in the Kenyan bush stands behind the Ol Jogi manor; (inset left) the estate's pool; (inset below) the Mbogo suite



Wildenstein's parents furnished the house resplendently in high African style. They gave every room unique fixtures - whether it's the tribal details on the custom-built bar, the plaster lionesses lounging on the fireplaces in the dining room or the enormous sculpture of an elephant's head above the billiards table – and surrounded the building with waterfalls and lush gardens. Their tastes were elaborate: even the smallest bedroom comes with a separate dressing room, plus his-and-hers bathrooms with jacuzzi tubs, rainforest showers and Tiffany-esque stained-glass windows made by an artist in Nairobi. There's a lagoon-like pool, fully staffed spa, vast underground wine cellar and food courtesy of the family's long-standing chef, Sylvain Bell, whose salads rival Yotam Ottolenghi's. Where you really notice the old-world wealth, though, is at the dining table. The crockery all comes courtesy of designers such as Christian Dior or Hermès, the silver from masters such as Buccellati and the glassware from the likes of Cartier. Whether eating at the house or at a specially organised dinner in the bush or up a mountain, we never saw the same table service more than once. Ol Jogi's greatest asset, however, is a tunnel that stretches from under the bar room out to a hide right by the watering hole. From here you can watch the animals congregate at such close proximity that they can smell you even if they can't see you.







Kenya feel it (from top): Ol Jogi's pool is flanked by verdant cliffs and a sun deck; wild impala; designer table service

It's this outdoors side of Ol Jogi that Wildenstein enjoys the most, and why he spends most of his time there, often by himself. "I always wondered why my father didn't enjoy this place more," he says. "What's the point of having money if you're stuck in an office making more money?" His father died in 2008 and, in opening Ol Jogi up to the public, Wildenstein hopes the house will be enjoyed by groups as large as was intended – he remembers light aircraft queuing up and down the landing strip after his parents' grand parties – but views the property as a means to an end. Every penny the house earns in rent will be ploughed back into conservation and projects for the local communities, as he's happy to explain to guests who choose to meet him (he has a private residence in the hill above the main lodge). "For me, this is what Ol Jogi is." he says. looking out over the rolling landscape. "It's easy to get overwhelmed with the luxury of the house, but there are luxurious houses all over the world. Today it is just a tool to fund the conversation. That's what I want Ol Jogi to be known for." Charlie Burton

The Explorations Company (explorationscompany.com) arranges seven nights at Ol Jogi for £14,395 per person, on an all-inclusive basis, based on 14 people travelling, including all activities, flights, taxes and transfers. oljogihome.com. Kenya Airways flies internationally. kenya-airways.com



Proud archivist: Orhan Pamuk's Museum Of Innocence is a bricks-and-mortar accompaniment to his novel

♥ISTANBUL REBORN

Gentrification in Istanbul is happening so fast the city makes London and New York look low-key, but the rich city that's muse to Nobel laureate Orhan Pamuk – author of **A Strangeness In My Mind** (out next month) – can still be found.

1 Pamuk opened a real museum in Cukurcuma, the neighbourhood in which he grew up, that shares the name of his most famous novel, **The Museum Of Innocence**. Rather than collect great works of art, Pamuk believes, museums should celebrate objects from ordinary life, and visiting the museum is like falling into the world of his work. en.masumiyetmuzesi.org

2 In that novel, main character Kemal's ill-fated engagement party took place

at a smart hotel (the Hilton Marmara) with a cool breeze coming in off the water – but you can get a similar effect with cocktails on the roof of the new **Soho House**, which looks over the rooftops towards the Bosphorus. sohohouseistanbul.com

If you want to take a fix of Museum Of Innocence style back home, A La Turca (alaturcahouse.com), the base of antiques dealer Erkal Aksoy, is a great place for tea, talking and the potential for serious damage to your credit card. Aksoy has been trying to persuade his friends to join him in formerly edgy Cukurcuma for 18 years, and there's now a whole street of antiques and (much cheaper) thrift shops keeping him company. If those friends haven't joined him by now, they may well be too late, as rents are rocketing.

4 The street for the headiest fix of Pamuk's Istanbul is **Bogazkesen**Caddesi. Mooching round the new design stores here (check out the fabrics and throws at **Pêche de Malle**, for example) may inspire a kind of guilt. You want to press pause on all this change, while the cats are still roaming and old men eat their breakfast on low stools.

5 Pamuk's new novel considers the city from the perspective of characters that have worked on its streets for decades. For the quintessential local experience, start your day not with a *boza* (the millet beer sold by the book's hero), but with a *simit* − the Turkish equivalent of a bagel. Savour one on the steep streets of **Beyoglu** as you look for the sun coming up over the Bosphorus. **⊙** Olivia Cole BA fly from Heathrow to Istanbul from £94. britishairways.com



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www.bluemint.com

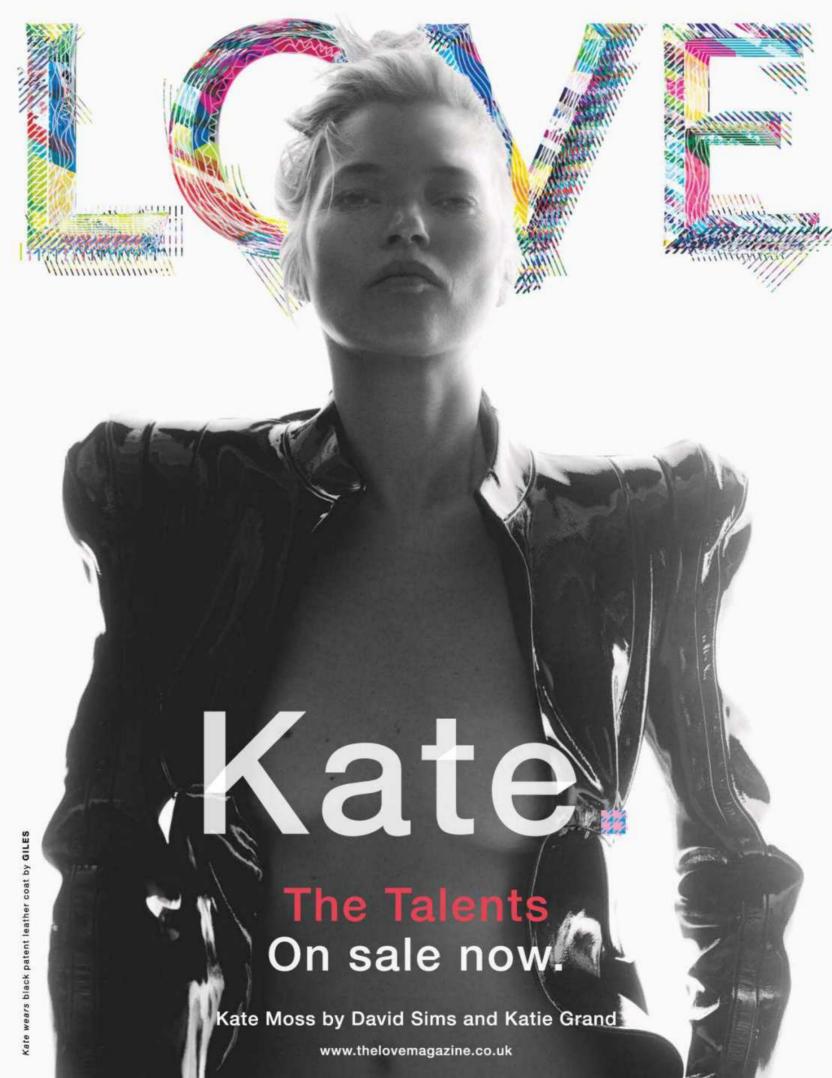


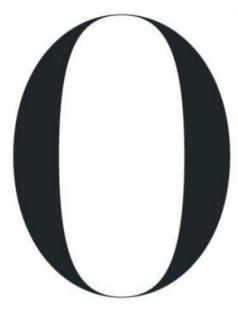
PRINCES CHARMLESS Michael Wolff

Rei Jar Net Co inc at I in It 20

Reign in Spain: James Murdoch, then News Corp's deputy COO, boasts of increased profits at EuroSummit in Barcelona, 20 September 2013

When Rupert Murdoch steps aside at 21st Century Fox. it's second son James who'll fill his father's shoes, with elder sibling Lachlan left behind in the boardroom. So what did it take for this scandal-tarred executive to pip his brother to the top job? Experience, confidence, results – check, check and check. But maybe it was his reputation for bloody-minded aggression. After all, it's true what they say... nice guys finish last





One of the primary tasks of the PR staff at 21st Century Fox in the days after Murdoch's succession plan leaked in June (presumably by a disgruntled senior Murdoch executive) was to suppress speculation that James Murdoch, 42, who would become CEO, and his brother, Lachlan, 43, who would join their father as executive co-chairman, did not get along. Now, this would have been like a finger in the dyke, because bickering brothers was the common dish at Fox, and because Lachlan was immediately telling people that if James thought he was in charge he had another think coming.

While capable of moments of unity and support, the Murdochs are also a well-known bunch of squabblers and pouters, with long-standing grudges and resentments. Taking nothing away from the other sensitive egos among them, at the heart of the family dynamic is the paramount figure of James Murdoch, widely regarded as a prick. Indeed, his credentials as a prick were established not least by the fact that he had somehow put himself at the centre of the family, making himself a first among equals.

And, too, he is quite needling, even peremptorily challenging his less articulate brother in board meetings, to the great embarrassment of the Murdoch company's famously seenothing-hear-nothing board members.

Indeed, the two main issues in the Murdoch family, both likely to shape the short- and long-term future of the company, were their 84-year-old father's insistence that everybody work together and the general belief that nobody could work with James (not that it was easy to work with the father either).

His sister Prudence once described James to me as a "cyborg". His other sister, Elisabeth, has largely kept her distance from the company, in part because of tension with James. Lachlan, despite his father's constant entreaties, has stayed on the company sidelines for ten years, not least because his brother took centre stage. And, to boot, it would be hard to overstate how vehement so many in the Murdoch executive ranks are in their estimation of his prickishness.

So is he? Or is this just resentment on the part of people who have been elbowed out?

Certainly James is not the opposite of a prick: he comes across as neither warm, nor generous, nor sympathetic, nor even pretends to be warm, generous or sympathetic.

He's proud of his abrasiveness ("A little menace isn't a bad thing," he once told me). He doesn't listen very much; he doesn't hide his constant impatience; he interrupts or talks over whatever you say; he's a world-class know-it-all about, well, everything; he seems always on the verge of anger or irritation; and he doesn't try to soften or mince his words. Once, to an interviewer, he characterised me as an "obnoxious dickhead" (to my then-young son's delight). When, several years after, I tried, playfully, to bring this up with him, he said without irony or humour, "You are a complete dickhead. I'm sure you know this."

But does this apparent lack of sociability and charm really make him the kind of toxic, totally un-self-aware, absolutely uncaring, dominate-you-at-any-cost monster that people suggest he is? Or is he just not adequately compensating with a bit of humility, even feigned humility, for being given the keys to the kingdom without having to work too hard for them?

hat might just be runof-the-mill impatience and
aggressiveness in another
executive can reasonably
appear, in someone with a
name like Murdoch, to be the grossest entitlement or immaturity. Certainly among the
company's ranking executives, having to
take James seriously has been a bitter pill

James, above all others, was a consigliere, allowed to say what his father did not necessarily want to hear to swallow – even knowing that the Murdochs control the company and that one of the next generation was meant to lead it – no less now that they must report to him. And among his siblings the feeling is that he's leapt the line and natural order: "I don't think it's necessary to rehash this. Let's just say we've accepted it," said Elisabeth in a 2008 interview I did with her on the subject of James' status as the heir-apparent.

And then hacking. All Murdoch executives and family members, save for Rupert himself, held James responsible for the disastrous handling of the hacking scandal. The hacking scandal was the smoking gun that confirmed to them all of James' flaws: to act impetuously; to not take advice; to trust that he could manage his way out of any sort of trouble; to believe the highest virtue and ultimate answer is Murdochian belligerence and to embrace the romance of it. The reasonable assumption was that hacking had finished him off. And, indeed, when he returned, virtually exiled, from London, he was isolated inside the company. Hence, his resurgence has seemed to confirm that life is unfair and that pricks get all the breaks.

And yet, it is also possible that being regarded as a prick is just the price of being the kind of force of nature, superb political animal and higher intelligence that allowed him to vaunt over his siblings, survive scandal and avoid the slings and arrows of an executive team well-schooled in cutting Murdoch children off at the knees.

Perhaps he is actually talented.

n Britain he surrounded himself with something that could appear to be a cult-like group of executives, all dressed James-like in dark suits and open-necked white shirts, and who all hotly insisted that James was practically the most talented executive who had ever lived.

Tony Blair came away from a 2002 dinner with Murdoch and his sons enthralled by the way James had slapped his father down on a variety of subjects.

And, more importantly, his father seemed hardly able to get over what a smart and impressive son he had. This was curious because the father seemed in so many ways more partial to Lachlan (perhaps another reason for the second son's prickishness).

Murdoch often went out of his way to describe how much he and Lachlan were alike, and how meaningful it was to him that Lachlan had embraced their Australian roots, and what a talented media executive he thought Lachlan would one day be. In crisis, Murdoch always turned to Lachlan: a teenage Lachlan was at his father's side during the company's dire financial crisis and renegotiation with the banks in the early Nineties; Lachlan was his father's main support during the horrible 2011 summer of the hacking crisis; Lachlan was his counsel

Ouring the end of his marriage, in 2012, to his third wife, Wendi.

By comparison, in significant ways James has always seemed foreign to his father and exasperating. Every step of James' early career, from dropping out of Harvard, to pursuing the music business (he started a label on his father's dime), to plunging into digital media (almost all of James' investments came a cropper), seemed designed to irritate his father. What's more, the articulate son was constantly arguing with the mumbly father. "Everything with James is an argument and negotiation," Rupert once said to me in frustration.

At the same time, Rupert clearly thought his second son was a genius, always discussing the latest thing that James had thought or suggested. "My son says..." became an annoying Rupertism. James, above all others, was the consigliere, and an opinionated one at that, allowed to say what his father did not necessarily want to hear (not that the father had much choice).

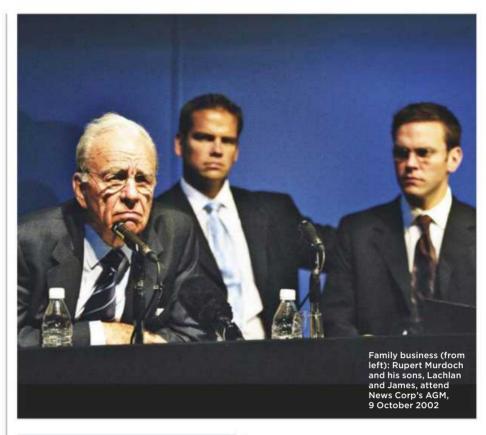
Now, neither James' employees nor his father should qualify as objective on the subject of his genius, but his four-year tenure as the chief of BSkyB, one of the largest companies in Europe, ought to offer a reasonable measure. And even in the most begrudging estimates it was a pretty good run: James oversaw the complex conversion to digital; he saw consistent double-digit growth; and he faced down and undermined Virgin's push into cable television.

However testy conversations with James could be, I'd offer that among the many media executives with whom I've dived deeply into the weeds, James is one of the most nuanced and conceptual in his thinking. His need to match wits with people had actually seemed to make him smarter.

And, curiously, among other oldergeneration mogul types he's a subject of great interest and respect, as though they might have liked him for a son.

till, while you may be capable, and may not be dumb, you are certainly setting yourself up when your father owns the company and yet you are dismissive and arrogant. Indeed, it's the silver spoon combined with aggression that adds that special twist to your prickishness.

And yet in some sense this was the Murdoch proposition: of the three of his children who, at his relentless urging, set out on careers in the media business, one would win – or they would kill each other trying. One afternoon when I was interviewing Murdoch he went off into some game-theory-like reverie about the relative abilities of his children to upend each other: Lachlan would buy the Australian newspaper business; Liz, richer than the others with the sale of her



James is nuanced and conceptual in his thinking. His need to match wits with people seemed to make him smarter

television production company, Shine, would cherry-pick assets from the TV and film business; James, his father said, better get the deal done to buy the rest of BSkyB – the Murdochs continue to own only 39 per cent of the company – if he wanted job security (cue an evil Murdoch laugh).

Being a prick was probably the only way to the top.

And the top has been far from reached.

James may be the CEO, but he functions as the leg of a very irritable triumvirate, with the two brothers ever second and third, in

a variable order, to the octogenarian father. What's more, the two brothers are ultimately answerable, in a demonic scheme of corporate governance, to their two older sisters, with whom they share equal votes, without a tie-breaking mechanism, on the family trust, which controls the voting shares of the Murdoch holdings.

So perhaps this is the point and method. It is not that you are given a silver spoon, but that the silver spoon is held close but out of your reach, such that you have to be a quite a bastard to get it.

The animal instinct is the father's dominant business trait. He seldom thinks about the past; he is not introspective enough to allow for much ambivalence or doubt; curiously, for a global titan, he hardly sees the broader picture; he just moves relentlessly forward, often with a burst of lightning speed, to the next piece of meat.

In matters of business, and family inheritance, and royal succession, it would be quite an extraordinary achievement to have passed down or taught this blood-sense to your son.



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FIGHTS THE APPEARANCE OF FATIGUE

DULLNESS, DRYNESS, TIGHTNESS, ROUGHNESS, LOSS OF FIRMNESS.



New rules of

There's never been a better time to be a sport fan – or a more confusing one. On the one hand, Britain can boast the reigning Formula One champion in Lewis Hamilton, a Wimbledon winner in Andy Murray, (still) the most exciting football competition in the world in the Premier League, a medal haul at the 2012 Olympics that made it our most successful in more than a century – and Gary Neville. What's not to love? The new football season starts this month, the Rugby World Cup next, and the last golf major, the PGA, is just about to tee off. It's a great time to be alive!

But, on the other hand, it's confusing. We live in an era when the governing body of the world's most popular sport makes The Sopranos look like The Brady Bunch. The Premier League may still be the most exciting league, but, with the double-tap departure of Luis Suárez and Gareth Bale to Barcelona and Real Madrid in the two previous summer transfer windows, we can no longer claim to have the best teams. We live in a sporting world where rugby union is the fastestgrowing game in the United States; our leading sportsmen don't just have agents and socialmedia mangers, but their own patented logos; and biopics aren't just about heroic sporting achievements, but also, in the form of the recent United Passions (funded by Fifa), about saintly paper pushers.

So *GQ* has decided to simplify your sporting life. Over the pages that follow, we decode the logos with the help of a marketing expert, explain rugby to Americans, examine the secret of tennis' effortless style, uncover the new tech being used by broadcasters and even pitch our own sporting movies. Sit back, relax and don't worry about keeping score – we've got it.



sport fandom

The new football season and the Rugby World Cup are upon us, but being a sport fan is more confusing than ever. GQ updates the score



DAVID BECKHAM FOR H&M

This collaboration started out with just pants, but now includes jeans, suits and coats. Score: On-trend items. affordable prices. Concede: Line still

dominated by pants and loungewear.

Rex

Press Association

Photographs Getty



CRISTIANO **RONALDO'S CR7 LINE**

CR7 has branched out from pants into button-down shirts (with designer Richard Chai) Score: A perfect fit. Concede: The colours are surprisingly conservative.

Nick Carvell



English football won't get better: but Hamilton will

HENRY WINTER. FOOTBALL CORRESPONDENT, DAILY TELEGRAPH

BEN HUNT, F1 CORRESPONDENT. THE SUN

DAN WALKER, FOCUS PRESENTER, BBC FOOTBALL PHIL McNULTY, CHIEF FOOTBALL WRITER, BBC SPORT

MARTIN SAMUEL, SPORTS COLUMNIST, DAILY MAIL & GQ

SPORTING PREDICTION FOR NEXT 12 MONTHS

"England to cruise to Euro 2016, but struggle against the first heavyweight opponents in the knockout round."

"I fear another England flop in the Furos, but we should still have a British F1 champion in Lewis Hamilton.'

"I think that England's footballers might do much better than expected at the European Championship."

"My prediction for the next 12 months is that Pep Guardiola will be Manchester City manager at the end of next season

"Barcelona will be the first team to retain the Champions League in its present format."

EMERGING STAR TO LOOK OUT FOR (ANY SPORT)

"Dele Alli of Tottenham Hotspur. Huge prospect. Box-to-box midfielder, floats over the ground, tackles and scores.

"At only 17. Max Verstappen is already showing he has huge potential in Formula One and is being touted as a future world champion.

Keen vour eves on young golfer Matt Fitzpatrick. He had a stellar amateur career and he's destined for big things as a pro.

"Liverpool's Jordon Ibe has a chance of being a big star. [He could play] for England at Euro 2016 if he fulfils his promise.

"Katarina Johnson-Thompson's rivalry with Jessica Ennis-Hill will captivate the nation in the run-up to the Olympics," Will Grice



Apps make sport better

Sporting apps that bring you the latest score when you're out and about - Ding! You're one-nil down! - are nothing new, but the latest also enhance your experience while watching, from live stat-trackers to sports social-media aggregators. Tap in to armchair sport 2.0.



Stats Zone by Four-FourTwo

Stats Zone gives you live stats of each game as it happens. With everything from player comparison and pass maps to live tables and team news, you'll be able to impress anvone in the pub with your knowledge. Free



ESPN UK Acting as a sport

news aggregator, the ESPN app allows you to choose the specific sports, teams and events vou're interested in, then pulls in everything from news articles to stats to social media posts for your chosen interests: a one-stop stream. Free



Official F1 app

This lets you track each driver during a race, while also giving you information on their tyres, top speed and best lap time making it a great accompaniment to watching the race at home or at the track. Free



Fanatix

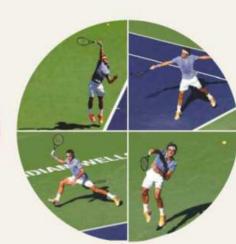
Cricbuzz

Offering live stats, bowling and batting Most similar to Vine. but just for sport videos, Fanatix maps and live allows users to view news, Cricbuzz is fan-uploaded eightthe most in-depth second-long clips. It cricket analysis app. means each major It also aggregates sporting event's best live tweets from the bits are uploaded to world's major cricket the app before the experts, past players highlights are even and team accounts. out. Free so they're all in one place. wg Free









TV is the new V

Instant replay? Old hat. Now sport coverage uses drones and augmented reality. GQ charts the new tech updating your armchair experience

DRONE CAMERAS

Drones first came into their own during the 2014 Winter Olympics in Sochi, flying at up to 40mph and able to get much closer to the skiers (up to a few feet) than with helicopters. Now they're going mainstream. In the States, for instance, Fox recently kicked off its US Open golf coverage with drones buzzing around the course, allowing it to follow the destiny of individual balls. They may even be about to go further, and follow individual players. Drone company Falkor Systems is working on tech that would allow a drone camera to automatically track a player throughout a game, meaning you'll never miss a close-up of that Lionel Messi step-over again.

HEADSETS

Not as far-fetched as you'd think. With the launches next year of both the Oculus Rift and Project Morpheus headsets (which work with the Xbox One and PlayStation 4 respectively) we could soon be entering the era of virtual-reality fandom. Tech company NextVR has already road-tested a HD 180-degree stream (so you can look all around you, just not behind), paving the way for the possibility of a camera sitting in a prime seat at Stamford Bridge, or even courtside at a Knicks game, allowing the world to plug in (still, guite who'll fancy sitting next to the camera - and potentially having millions of people turning around to gawp at them - is another matter)

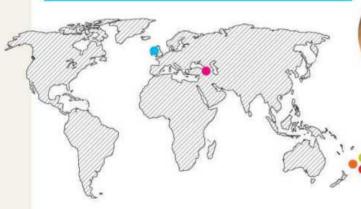
360-DEGREE REPLAYS

Multi-angle replays are nothing new, including those now popular in football matches - that can switch from one angle to another during the replay itself. But the latest innovation, debuted on TennisTV last year, takes it to mind-bending new levels: the full 360-degree replay. Using 22 5K cameras (that's five times HD), the action can be frozen at any point, and the camera is able to rotate a full circle around the tennis court, restarting or rewinding at will. It's probably not about to be used in chess (unless Guy Ritchie is planning a Bobby Fischer movie, in which case we will of course stand corrected), SM

Rugby has hit America

Time was, to the average American, "rugby" meant an Ivy League style of shirt and something to do with Ralph Lauren. Not so now. Rugby union is the US's fastest growing sport, with a 14 per cent year-on-year rise in participants. Could the all-American jock be replaced by the rugger bugger? As the USA Eagles prepare for next month's Rugby World Cup, there's no better time to explain egg-chasing to our American friends.

WHERE IN THE WORLD?



Hurrah, no Germany! When we say it's a global game it's not really global like soccer, but it's not a totally specious claim either, like, say, the World Series". Thanks to the quirks of European colonialism, rugby had a strange spread across the globe and the powerhouses you'll see at the Rugby World Cup aren't necessarily world powers..



Wales: Find England on map, go left a bit but not as far as Ireland - that's Wales, A country

of three million obsessives, rugby isn't just the national game, it informs the very fabric of its culture, along with choirs and binge drinking. Never mind the peculiarity that a sport invented by a cheat on the playing fields of one of England's most prestigious schools should be so cherished by a (largely) fiercely proud working class.



Archipelago of beautiful volcanic and coral islands in the South Pacific. Kind

of like Australia's Hawaii. The British exported Rugby to Fiji in the 1880s, just after they'd introduced slave labour and influenza. For a nation of fewer than a million people, Fiji has a good record, reaching the quarterfinals in 1987 and 2007. Even more impressive considering their best players get poached by near-neighbours Australia and New Zealand..



Samoa: Polynesian island group, west of Fiji, with a combined population

about the size of Salt Lake City's. But more fun. Rugby was brought to the islands in the Twenties by those timehonoured sport ambassadors: monks. Samoa have played at six out of seven World Cups and make an amusing habit of beating Wales.



Tonga: The Sea Eagles represent the southernmost 177 or so Polynesian islands known

as Tonga. Before each game, the team perform a war dance, including these light-hearted. Corinthian lyrics: "Let the foreigner and sojourner beware/Today, destroyer of souls, I am everywhere/To the halfbacks and backs/Gone is my humanness/... Maul and loose forwards shall I mow/And crunch any fierce hearts you know...



Georgia:

No. not that one. No one ever sang about taking the midnight train to this former Soviet

state on the Black Sea. Although its rugby union was only formed in the Sixties, the game has grown rapidly, thanks, it's thought, to its similarity to medieval folk sport lelo burti. loosely organised chaos of a game played over several miles between rival villages.

OVERSTACKED, OVERPAID AND OVER HERE

So, you want a team with an American? You don't have to look that hard to find the stripes among the stars on the rugby field Havden Smith:

Australian-born,

American-educated

giant plays in the

scrum for Saracens.

defensive end.

Chris Wyles: One
of the players of
the season in the
Aviva Premiership,
Connecticut's Wyles
scored 13 tries
for Saracens

Cameron Dolan: Florida-born, 6ft 6in. 18st lock wind and rain has signed for to play prop for Cardiff Blues.

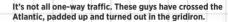
Blaine Scully: Californian wing ioined Cardiff Blues from Leicester Tigers.

Eric Frv: Traded Mike Petri: Cali's west coast Brooklyn-born sunshine for scrum-half turns Tyne and Wear's out in the Pro12 for Newport Gwent Dragons Newcastle Falcons

Grea Peterson:

Swapped Australia for the US, thanks to his grandfather's passport: signed for Glasgow Warriors.

squad member.



Jay Ajayi: Londoner moved to Maryland	Efe Obada: Abandoned on the	Menelik Watson: Went from
in 2000 and was drafted to the Miami	streets of London aged ten, now plays	Manchester to Oakland, where
Dolphins in 2015.	defensive end for Dallas Cowboys.	he's a Raiders offensive tackle.
Jack Crawford: Former schoolmate of Daniel Radcliffe at City of London	How's that for a turnaround?	Lawrence Okoye: British discus thrower from
School and now Dallas Cowboys		Croydon and now a San Francisco 49ers



Stronger, faster, better?

Since the sport went professional in 1995 (yes, really) player size has increased at a phenomenal rate. The average England player is now more than a stone heavier (and three stone heavier and three inches taller than their predecessors 50 years ago). But there's some way to go before matching the NFL in the weight department...

Heaviest NFL player: St Louis Rams' Terrell Brown (26st 13lb)

Heaviest rugby player: La Rochelle and France prop, Uini Atonio (24st 6lb).

◆ Tallest rugby player: Exeter Will Carrick Smith is a cloud-scraping 6ft 11in

◆ Tallest NFL player: 6ft 7in TJ Barnes of the New York Jets.

WHO'S YOUR TEAM IN ENGLAND'S AVIVA PREMIERSHIP?



LEICESTER TIGERS = PITTSBURGH **STEELERS**

More trophies than a Kim Jong-un hunting trip, but harder to love than the screamingeagle haired dictator.



RATH RUGRY =

SEATTLE SEAHAWKS Great city way out west, richest owner in the league, always entertaining to watch.



HARLEQUINS = NEW **ENGLAND PATRIOTS**

Tom Brady's "deflategate" has got nothing on former Quins boss Dean Richards' bloodgate.



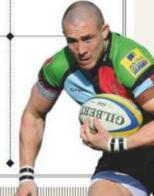
WASPS = INDIANAPOLIS COLTS

City-hopping franchise. Mark Russell (>)





A year to forget. But Welsh's P22 L22 makes the Bucs (P14 L12) look like the Miami Dolphins of the Seventies.





Every top club must have a famous pretend fan

ootball, as everybody knows, is the most popular sport in the world. Played by millions, watched by billions, it is the beautiful game that fascinates, infuriates and inspires in equal measure, with the Premier League – which kicks off again this month – still the world's power-league of choice.

Yet the celebrity fan is in a difficult position. Being populist by nature, their natural instinct is to declare no allegiance, but when it comes to football you *must* have a team. So how do the famous decide which side to offer patronage to?

The obvious choice is to pick a side that is successful. Hence, Will Ferrell and Charlize Theron vaguely follow Chelsea; Megan Fox and Justin Timberlake have expressed a passing interest in Manchester United; and Kevin Costner claims to be an Arsenal fan, having once attended a game when he was famous back in 1990. Jay Z is another almost-committed Gooner, having been charmed by the Gallic skills of Thierry Henry.

Coincidentally, the bigger the team, the more likely they are to attract interest from the powerful and the megalomaniacal. Portly North Korean despot Kim Jong-un would happily twin Pyongyang with Old Trafford. Zimbabwean dictator Robert Mugabe hates homosexuals, but he adores Chelsea. And former Al-Qaeda ace of spades Osama bin Laden was a Highbury regular in the Nineties, hence the chant: "Osama, woahwoah. Osama, woah-woah. He's hiding in Kabul, he loves the Arsenal." British prime minister David Cameron is a little more astute, claiming to support Aston Villa. Or is it West Ham? If you listened to his pre-election speeches, it was hard to tell.

The most popular team with celebrities, however, seems to be Liverpool. As well as Brit (ie, actual) fans Daniel Craig, Liam Neeson and Clive Owen, the Anfield club also claims Brad Pitt and Angelina Jolie, Samuel L Jackson, Mike Myers and Pope

John Paul II. The blue half of Merseyside also has a few celebrity fans, but sadly for Everton the only two we considered worthy of mention were Dame Judi Dench and Sylvester Stallone.

And then there are the celebrities who were not born fans, but have had fandom thrust upon them. These include Snoop Dogg and Hugh Jackman (Norwich City), Keira Knightley and Katy Perry (West Ham) and Mike Tyson (Peterborough United). But best of all is Cameron Diaz, who Brentford fans have always claimed is one of their own. However, speaking on behalf of almost all celebrity football fans, she said in an interview recently, "It's not that I'm not a fan of the Bees. I just really didn't know they existed." Paul Henderson



Blues brothers (from top): Will Ferrell joins John Terry at Chelsea's Stamford Bridge; Liverpool lover Daniel Craig; West Ham wonder Katy Perry; Charlize Theron with

THERON















Sportsman logos don't måke sense

All sport stars have their patented logos. But what do they really say about the men behind them? We asked David Hillman, branding expert and advisor to brands including **United Airlines, Penguin and** Citibank, to run the rule over five big-name emblems. wg

Lionel Messi



"This one looks more like a superhero logo than anything else. I half expected to see it printed on a cape. I don't understand the lower case "i" on the typeface below, and if you look closely at the first "s" it has a squared-off end at the bottom, while the second is mirrored and has a squared-off top. If you're going to have a striking emblem, then you need to make sure the typeface beneath isn't overly

complicated.

Cristiano Ronaldo



"This one is really bizarre. My initial impression was that it was some sort of isotonic sports drink. I like its quirkiness, vet part of me thinks this is due to its similarity to the 7-Eleven logo. What I find interesting is that this logo is in colour. He's obviously very proud to be Portuguese, as he's used their flag's colours, though it does make the logo rather feminine"

David Beckham



"I read this as being David and Victoria Beckham, and it feels like a lingerie brand; there's far too much emphasis on the "V". I also don't understand the Victorian furniture in the middle, which was obviously put there to stop it looking dull. If you look at the history of the monogram, there would be some sort of furniture or swirl in there to hold it all together. But I don't think this is a very good logo at all.'

Andv Murray



"Of all five logos, Andy Murray's is by far the best graphically. It's clever the way the designer has managed to get the "A" and the "M" to work together But it's incredibly aggressive, and I can't see what it has to do with Murray as a person. It's not related to tennis, and it's certainly not Scottish. It has a very industrial feel to it, and looks like something you would see on the back of a car on the motorway.'

Lewis Hamilton



"My initial reaction is that it's for some form of aftershave. But I don't dislike it. Hamilton is one of the world's greatest racing drivers and wings work as a synonym for speed But if it were shrunk down and used on a water bottle, for instance, it wouldn't hold up. The balance of the logo would be completely off and the typeface under the wings would disappear, Without the typography. people wouldn't know it was Lewis Hamilton's mark."

Tennis is by far the coolest sport

Anything associated with football or footballers - pimped-out SUVs, garish bezels on expensive watches, honeymoons to Mauritius - is about as desirable as pouring scalding water on your private parts. Yes, twentysomethings in Dalston might play five-a-side hung over on a Saturday morning but they do so ironically, much in the same way they think it's clever to eat sugary children's cereals for breakfast or like the band Chic.

So why is this? One theory (OK, *GQ*'s theory) is that a sport's cool quota is directly proportional to the chicness of its allotted kit, and football shirts are the sartorial equivalent of a onesie - ie no one has ever looked good in one, not even Harry Styles. Perhaps this is why the fashion illuminati – including US Voque editor Anna Wintour – loves tennis so much. The kit is that much smarter.

The fashionable allure of tennis is







Flair play (from top): Roger Federer in his monogrammed tenniswear, 2005; Nick Kyrgios, 2015; Stan Wawrinka, 2015: (right) Björn Borg, 1980

helped by allowing for charismatic flourishes, both in regards to playing style and the outfits. There's virtually no other sport that has this duality. Formula One? There's not much you can do to a racing helmet aside from painting it bright yellow and adding some eyes right, Lewis? And don't even get us started on golf. The fact that this sport managed to make Justin Timberlake resemble a car insurance salesman from Iowa speaks volumes about its indescribable twonkishness.

Unlike football or basketball, however, in which stylish players earn their cool credentials off the field, tennis has produced, on court, some of the most stylish male athletes ever applauded (Roger Federer's preppy finesse, Nick Kyrgios' needy nonconformism, even Djokovic's sweatband and death stare combo). Perhaps the greatest of all time is Andre Agassi, who during the early Nineties let everyone know his rebel status by twinning stone-washed denim hot pants with pink cycling shorts,

while adding a long

pirate earring to straggly peroxide hair (since revealed as a wig). He was the Keith Richards of the court and, in fact, until 1991 he refused to play at Wimbledon due to their strict "all white" dress code.

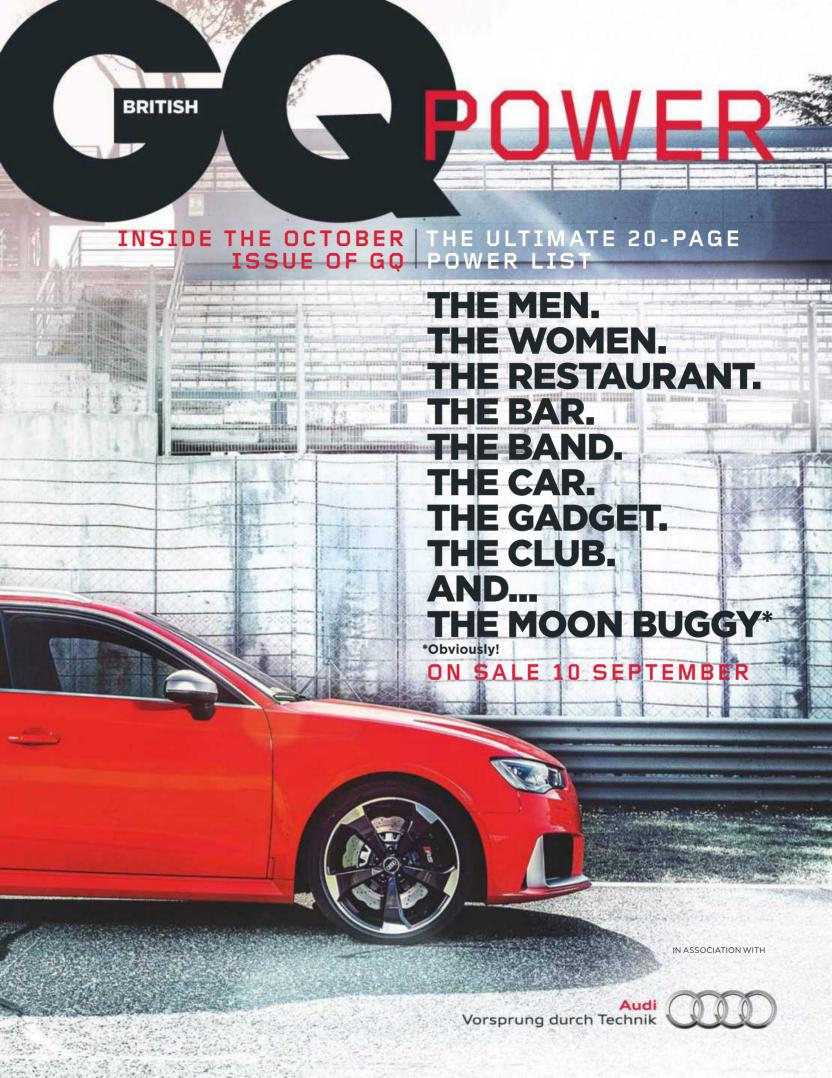
However, with so much potential for "wins", there will always be players who double fault in the style stakes (paging Pat Cash's headband). This year, it was French Open winner Stan Wawrinka, who despite beating Novak Djokovic, got hammered on social media for his #dadshorts.

At the press conference Wawrinka unrolled the shorts and hung them in front of the press. "They will be in the museum of Roland-Garros." he laughed. "You will see my shorts

> every day if you want. I quite like them. Apparently I am the only one..." Wawrinka has since promised to give a pair of his famously fugly shorts to a fan when his Twitter following reaches 500,000 as of going to press he was on 482,000 with little sign of a surge. If more proof were needed that tennis fans have the sharpest fashion sense, it's this.

> > Jonathan Heaf







9 There's a new sporting entourage

Forget nutritionists and mindfulness therapists, the cutting-edge athlete in 2015 is all about fiscal and social-media reach. Meet the play boys' new power-pumped BFFs



Son Con

The modern pro knows he can reach more fans with a single tweet than he would signing autographs in the rain for a year. Of course, there's no way anyone is going to let the athlete actually do it himself. Every comment, tweet, "like", Instagram and Vine is approved and posted by this digital whiz-kid.

WARDROBE

Inconspicuous grey zip-up hoodie, baggy dad jeans (despite being under 30) and a complexion one shade paler than vanilla.

SALARY

Whatever the hell he likes. Who else can code a new homepage on an iPhone in the back of a Gulfstream?

WILL SAY

"Oh yeah, we're all over Line in Japan."

WHEELS

The IO Hawk Intelligent Personal Mobility Device – a gift from Justin Bieber last summer.



WHO?



Keeping sponsors happy is as important as winning. Unfortunately, using your feet or hands while engaging the brain is tough. That's why the product placement placer is by the athlete's side 24/7 so that for every car driven and watch or item of clothing worn, the brand pays for the privilege.

BACKGROUND

Once a PR in global fashion, a chance encounter at Piers Morgan's 50th birthday led to a lucrative partnership.

WILL SAY

"For the right price my client will fully endorse [insert any brand here]."

LOVES

The term "brand ambassador" and Asiaspecific advertising deals.

HATES

Cool brands with no money; non-monetised social-media channels.

THE HOLLYWOOD AGENT

WHO?



It was once enough to have one agent who'd look after the athlete's career beyond the age of 35 – or whenever he could no longer finish a full 90 minutes without an oxygen tank. Today, acting is the industry to switch into—money, glamour and world-class catering, all for a few days on set in Hawaii.

DON'T CALL IT A CAMEO

John McEnroe in Anger Management, Lance Armstrong in Dodgeball – cameos are good for laughs, but not the second act of a sportsman's career. The Hollywood agent's job is to secure top-tier roles, preferably opposite Christian Bale or Tom Hardy – in space.

WILL

Disrupt a pre-final training session for her client to take a conference call with JJ Abrams about the possibility of playing an Ewok in the new Star Wars film.

WON'T

Ever actually like sports.

THE LEGACY GUY

WHO?



How do you become a sporting legend? Answer: obsessive documentation. The legacy guy sweeps up all evidence of greatness – every Nando's chicken stack ordered, every celebrity handshake, every play made on the field and every business deal.

GOALS

From warts-and-all documentary – usually made after the death of his client – to candidcamera catnip for the YouTube followers.

EQUIPMENT

He's a one-man recording devise – Canon GX 7 for video and stills, and every corner of his client's life recorded on a GoPro.

LIKES

Nonlethal accidents on private jets – perfect for the Periscope channel.

WOULD RATHER WORK FOR

Dan Bilzerian. Jн

Biopics can be about failure

United Passions - the Fifa-funded vanity project with Tim Roth as Sepp Blatter (we're assuming Daniel Dav-Lewis wasn't free) recently made headlines after it became the lowest-grossing film in US box-office history, raking in just \$918. The timing wasn't ideal, portraying Fifa as football-loving, corruption-crusading saints... just as everyone at Fifa was being turfed out of their beds and put in handcuffs by the FBI on corruption charges. But what unlikely sporting treatments can top it? GQ decided to pitch some ideas.

A Few Good Refs

Gasp! We go behind the scenes of the men in black, as they look set for the task of their lives: refereeing the 2014 World Cup. Shriek, as they get most decisions right and are generally praised. Rock in awe, as they use the new magic line spray

(generally regarded a good idea). Prepare to be amazed, as Germany win the final 1-0 in a largely well-refereed encounter. James Corden to play a struggling ref who makes it to the final.



All White On The Night

Tom Cruise is Jimmy White, the people's snooker champion, the "whirlwind" of British potting, the maverick who did things his way, and reached a record six World Championship finals – without winning a single one. Directed by Werner Herzog, this

depressing thrill-ride takes you inside the agony of all six losing finals. James Corden to play a sympathetic spectator.



Pay The Levy

An avant-garde effort from Sofia Coppola, Pay The Levy follows the football transfer window via the unblinking gaze of two cameras fixed on two fax machines – one at Real Madrid, the other at Tottenham Hotspur. The former look to prize a star.

player from the stubborn chairman of the latter, Daniel Levy, with increasingly high offers. James Corden to play a fax machine repair man



Lance Armstrong: An Underdog's Story

The heartwarming and moving tale of one man refusing to play by the rules and doping himself to cycling glory. Directed by Cameron Crowe and starring James Corden as the man in the saddle, *An Underdog's Story*

shows how Armstrong became the best sporting cheater in the world (story concludes in 2005 with an upbeat montage). SM (S)



British boxing rules the ring

Forget Floyd Mayweather, last year saw the biggest **British boxing match** of all time in the form of the Froch vs Groves rematch, making a record £22 million. But this year it could well be usurped with a host of mega match-ups in the air. Here are the ones we're most excited about.





ANTHONY JOSHUA

HAYE

STATS

DIVISION: Heavyweight (200lb+) **ESTIMATED PULLING POWER:** O2 Arena, 20,000 **ODDS OF IT HAPPENING: 20/1 POTENTIAL PURSE: £5m**

A heavyweight pretender fighting a former heavyweight king is a mouth-watering prospect. In his 13 pro fights. Olympic gold medallist Anthony "AJ" Joshua is yet to go beyond the third round, knocking out opponents quicker than you can say "Know what I mean. 'Arry?' But can he do the business against quality opposition? Former WBA champion David 'The Hayemaker" Haye has fought just once since losing his world title to Wladimir Klitschko in 2011, but is on the comeback trail. Watching him roll back the years against a hungry new heavyweight would be something to savour.



EUBANK JR

BILLY JOE SAUNDERS

STATS

DIVISION: Middleweight (160lb) **ESTIMATED PULLING POWER:** Echo Arena, 11,000 **ODDS OF IT HAPPENING: 6/1** POTENTIAL PURSE: £3m

Billy Joe Saunders is set for a world title shot in September against WBO champion "Irish" Andy Lee However the fight we want is a rematch against Chris Eubank Jr. The pair fought in November with Saunders taking the spoils via split decision in a fight-of-the-year contender. It's hard to mention Eubank Jr without talking about his dad. Remember him? The shy and retiring Chris Eubank Sr is now involved in all aspects of his son's career and young Chris appears to be blessed with his father's ferocity - he may have

lost the first fight, but would be

a slight favourite going

into this one



FRAMPTON

SCOTT QUIGG

STATS

DIVISION: Super-bantamweight (122lb) ESTIMATED PULLING POWER: O2 Arena, 20,000 **ODDS OF IT HAPPENING: 8/1 POTENTIAL PURSE: £4m**

Take one of our most highly rated fighters in Carl "The Jackal" Frampton. Add one of the hardest-working boxers ever to lace up a pair of gloves in Scott Quigg. You've got yourself a fight to ruffle the feathers of the superbantamweight division. So when is it happening? Well, at the moment, it's not. The camps can't agree terms. Quigg's team have offered Frampton a 60/40 split of the purse in favour of the winner. Frampton wants 60 per cent outright. When a resolution is found, we can expect the biggest of barnstorming encounters from the smallest of fighting men.









JAMES DeGALE

STATS

DIVISION: Super-middleweight (168lb)
ESTIMATED PULLING POWER: Stamford Bridge, 42,000 **ODDS OF IT HAPPENING: 2/1 POTENTIAL PURSE: £8m**

Two of London's finest could face off in a blood-and-thunder hout this time next summer. With James "Chunky" DeGale recently becoming the IBF world champion and George "The Saint" Groves having an opportunity to win the WBC world title this month, an all-British unification fight would be huge. Better yet: DeGale and Groves can't stand each other. They have been rubbing each other up the wrong way since trading blows in the early days at Dale Youth gym, not to mention that their first bout in 2011 (which Groves edged by decision) DeGale still believes he won.



KHAN

KELL BROOK

STATS

DIVISION: Welterweight (147lb) **ESTIMATED PULLING POWER:** Wembley Stadium, 90,000 **ODDS OF IT HAPPENING: 12/1 POTENTIAL PURSE: £12m**

Kell "Special K" Brook vs Amir "King" Khan is the one fight we are desperate to see. Since winning the IBF world title Brook has been impressive, but he needs a performance against a marquee name. In short, he needs Amir Khan. Khan, however, has other ideas. choosing instead to chase a money-spinning super fight with Floyd Mayweather. The two-time former world champion's ability has never been in doubt, but questions about his chin remain. Accepting the challenge from the big-punching Brook is dangerous, but it would end the "can-Khan-take-a-punch" debate once and for all. Alfie Baldwin @



November 23, 2015 London

For more information and to book your ticket now:

wired.co.uk/retail15

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The I Call of the street of th

Picture perfect: The best-looking projector was also the best performer



THE VIEW FROM THE FRONT SEAT

Home projectors are nothing new, but the latest breed can throw up an image from a few inches away, meaning a de facto 1 V the size of a cinema

Plus Our findings on the four leading sat-navs

UPWARD PROJECTION

Sit as close to the screen as you like with a near-throw home cinema

Screeneo by Philips

By far the best complete package, the Philips blows the rest out of the water when it comes to throw distance – able to sit just 10cm from your wall and project an image directly upwards at up to 127cm diagonally. Add to that a smart, intuitive interface, the ability to stream via Wi-Fi and Bluetooth, plus easily the best speakers on test (at 26 watts), and this is a clear winner. Oh, and it also looks by far the smartest, too. £1,499. philips.co.uk

Win: Stylish; intuitive; best sound; shortest throw
Fail: It's not cheap

2 CP-AX3503 by Hitachi

The cheapest on test, the Hitachi is also, by some distance, the ugliest. It looks more like something that would be used to capture CCTV in a car park or laser James Bond than project *Jurassic World* in your man den. At 152cm, the image size is decent, but it does need a 40cm throw distance to achieve it. Also, the interface feels far too fiddly for regular lounge use. £1,100. hitachi.co.uk

Win: Cheapest; decent image size Fail: Ugly design; fiddly interface

3 DH758UST by Vivitek

Like many on test – save the Philips – the Vivitek is no looker, but check under the bonnet and this is probably the most impressive for pro use. With a surprisingly bassy 20-watt speaker, it also has one of the largest image sizes (a mighty 212cm diagonally) and the controls are surprisingly easy to use. Downsides? Those looks, it's not the quietest and it needs to be at least 66cm from the screen, the farthest back of any on test. £1.305. vivitek.eu

Win: Large image; second-best sound Fail: Noisy
★★★★★★☆☆☆

4 U321H by NEC

With one of the furthest throw distances, at 47cm, and the largest price tag on test, this model does at least boast the largest screen size on test, able to project an image up to 215cm diagonally at full HD. The interface, however, leaves something to be desired; although it has a variety of inputs and can play Blu-rays, it can't help but feel like a classroom projector. At 8 watts, the speakers are also seriously underpowered. £1.600. nectech.co.uk

Win: Huge screen size Fail: Costly; average interface; poor speaker



The BREAKDOWN		Philips	Hitachi	Vivitek	NEC
Minimum throw distance	>	10cm	40cm	66cm	47cm
Image size	>	127cm	152cm	212cm	215cm
Speakers	>	26W	16W	20W	8W
Weight	>	5kg	4.3kg	5kg	4.7kg
Video standard	>	1080p	1080p	1080p	1080p



Your Vision, Our Future

Olympus Cameras

A new perspective.

What has continued to motivate us over the years? Outstanding innovation that generates new perspectives and new possibilities.

The new OM-D E-M5 Mark II features the world's most powerful 5-axis image stabilisation system*, producing breathtakingly sharp images even in low light and shake-free movies, all without the need for a tripod.

a to CIPA Standard 12

Discover more: anewperspective.olympus.co.uk

WHEN IN ROAM

We test four brands' top sat-navs

1 ProSound DB8500 by Syrius

This feels like a product from the pre-smartphone era. It's not simply its brick-like proportions, we also found that navigation was jerky and occasionally positioned our car inaccurately, making its instructions potentially confusing. The device comes bundled with plenty of extras, including TV, MP3 and radio, as well as Bluetooth connectivity and additional antennae, but, for the most expensive in our line-up, we were surprised it didn't nail the basics. £400. snooper.co.uk

Win: Television mode Fail: Bulky

2 Nuvicam LMT-D by Garmin

Garmin nabs the prize for innovation: its sat-nav includes a dash cam, and it's not just for automatically recording footage of accidents – it also alerts drivers when they are too close to the car in front or drifting out of their lane. We gave the TomTom (below) the edge, however, partly because we preferred its compactness and the style of its graphics, but mainly because the Garmin's keyboard was infuriatingly sluggish to use. £300. garmin.com

Win: Dash cam Fail: Slow keyboard ★★★★★★★☆☆

3 U605 by Binatone

Taken as an entry-level sat-nav, we have few complaints. It's inexpensive, it navigates without a hitch and it even has a few advanced features, such as 3-D perspective, lane guidance and lifetime map updates. For us, though, we wanted a little more. There's only one English voice option and the visuals are basic. Weirdly and we can't verify whether this is a wider problem – it thought the postcode to which we wanted to travel referred to a different street, so we had to input the address in full. £80. binatone.com

Win: Easy on the pocket Fail: Fiddly menus
★★★★★☆☆☆

4 GO 6100 by TomTom

This left the others in its dust. We're not saying it's perfect - we would have liked a battery indicator on the main screen and a faster boot-up time (it takes around 50 seconds) - but the graphics, which include representations of the buildings you drive past, were strikingly sharp. The TomTom was also, crucially, the most unobtrusive of the sat-navs we tested yet it still packed in a 6in screen. £300. tomtom.com

Win: Built-in SIM card with unlimited

Win: Built-in SIM card with unlimited data for traffic reports or overseas use Fail: No bluetooth connectivity for hands-free calling ★★★★★★★★☆

The BREAKDOWN		Syrius	Garmin	Binatone	TomTom
Dimensions (w x d x h)	>	180 x 20 x 122mm	183 x 33 x 94mm	171 x 13 x 105mm	170 x 22 x 105mm
Weight	>	382g	319g	258g	300g
Screen size	>	7in	6in	6in	6in
Screen resolution (pixels)	>	800 x 480	800 x 480	800 x 480	800 x 480



EDITED BY BILL PRINCE

Fly like a beagle

He may be the most famous beagle in history, but Snoopy is also the inspiration behind one of the world's most prestigious awards – the Silver Snoopy. It's presented by astronauts to Nasa employees and contractors for outstanding work in the space programme. This silver pin depicts Snoopy dressed as an astronaut. An accompanying certificate states that it is for "professionalism, dedication and outstanding support that greatly enhanced spaceflight safety and mission success".

The award dates back to the completion of the Mercury and Gemini projects when Nasa wanted a recognisable symbol for spaceflight. The idea to use Snoopy came in 1968 from Al Chop, director of public affairs at what is now the Johnson Space Center in Houston, Texas. The dog's creator, Charles M Schulz, a supporter of the space programme, allowed the dog's image to be used

Up, pup, and away: This limited-edition Omega watch celebrates Snoopy's unlikely association with space travel



for free, and designed the pin and its promotional art.

It has been awarded to more than 14,000 people, and to celebrate the 45th anniversary of the Apollo 13 mission, Omega has made the limited-edition Speedmaster Professional Silver Snoopy Award watch. The 42mm case has a ceramic black bezel and the white dial reads, "What could you do in 14 seconds?" - after the 14-second course correction that Apollo 13's Jack Swigert timed on his Speedmaster, earning Omega its own Silver Snoopy. The beagle himself snoozes on the sub-dial; his thought bubble says, "Failure is not an option", quoting Ed Harris as flight director Gene Kranz in the Apollo 13 film.

Add the black Nato strap and some serious Luminova action on the bezel, hands and beagle and you have a very handsome piece of history. So, while most of us will never be in a position to receive a Silver Snoopy, we can now award ourselves the next best thing.

Robert Johnston @

Speedmaster Professional Apollo 13 Silver Snoopy Award by Omega, £4,630. omegawatches.com





Our Stuff

GQ's online newshound gives us a guided tour of his private passions, from jazz trombone to solo flying lessons and luxe beard maintenance

This month: CONRAD QUILTY-HARPER, News Editor, GQ.co.uk



STYLE AND GROOMING

Work denim: Levi's 511 Commuters

Suit: Navy blue Byard suit by Paul Smith Dress shoes: Tamarisk by Russell & Bromley

Summer jacket: Baracuta G9 Harrington jacket (below)

Summer shoes: Black desert boots by Clarks

Belt: Russell & Bromley

Shades: New Wayfarer Polarized by Ray-Ban (below)

Fragrance: Boss Bottled Intense by Hugo Boss

(above); Splash by Burberry Brit

Barber: Joe and Co, London W1 Beard oil: Murdock London Beard Oil

Beard maintenance:

CULTURE

"A Good Day For Cyclists" by Jeremy Deller;

abstract painting by my father, **Dominic Harper**

Favourite album: The Stone Roses

by The Stone Roses (above)

What's on the stereo: "Dream" by John Cage

On the nightstand: Illustration by my sister, @ciaraqh

(below); Moleskine; my grandfather's Parker pen

Excited about: Learning to fly solo at Goodwood

Flying School; my next race in the Caterham Academy

Last meal: Roasted lamb shoulder at Hartnett Holder & Co at Lime Wood, Lyndhurst Last orders: Old Fashioned made at home with **Bulleit 95 Rye** (above)

Bar: Nightiar, EC1

Pub: The Carpenters

Arms, London E2 Last artworks acquired: Print of

Tweezerman shears

STIMULATION

To read: Tropic Of Capricorn by Henry Miller; Modern

Romance by Aziz Ansari
To read again: Empire Of The Sun by JG Ballard;
The Destiny Of Nathalie X by William Boyd

To watch: Black Mirror and Peaky Blinders on Netflix

Poem: "A Silly Poem" by Spike Milligan;

"This Be The Verse" by Philip Larkin

Coffee: A flat white at The Antishop, E1

Architect: Frank Gehry; Antoni Gaudí (below); Charles Rennie Mackintosh

Newspapers: The *Economist*; the *Times* digital subscription; the Financial Times

Films: 2001: A Space Odyssey; La Dolce Vita

(above); Heat; Fitzcarraldo

Art: "The Music From The Balconies" by Ed Ruscha; "View Of Notre-Dame" by Henri Matisse

Gallery: Tate Britain

View: Downtown Los Angeles from an aeroplane Websites: qz.com; hushkit.net; itsnicethat.com

Person last followed on Instagram @bentleymotors

Phone: iPhone 6

Watch: Classic Nato Cambridge Silver Watch by Daniel Wellington (above)

Audio indoors: Elemental turntable by Pro-Ject: Q Acoustics 2020i speakers

Audio outdoors: Sony MDR-V6

studio headphones

Camera: Nikon D5100 with manual 50mm f/1.8 Nikkor lens (above)

Apps: Latergramme; Tinder; Apple Music; Zipcar

Musical instrument: Conn 24H medium-bore trombone, which I play in the South London

Jazz Orchestra (sljo.org.uk) Car: Caterham Seven 160

(Caterham Academy spec, below)

Bike: Schwinn Super

Sport Ultra 1 @

SEPTEMBER 2015 **GQ 179**

Photographs Rhys Frampton; Alamy; Newspress; **Grooming** Alice Howlet: using Bumble and Bumble and Giorgio Armani Beauty

A JUST-SHAVED SMOOTH FEELING THAT LASTS.

AND LASTS. AND LASTS. AND LASTS. AND LASTS.

AND YOU GET THE IDEA.









FEEL JUST-SHAVED SMOOTH ALL DAY



IT WAS an unusual evening, to say the least. Sitting in a garden in what can only be described as Italy's answer to Portmeirion ("I'm not a number etc..."), sipping champagne while watching a demonstration of dressage. This was the setting chosen to launch the latest fragrance from Acqua Di Parma – Colonia Club.

While most of us might struggle to imagine dressage as a hip activity, the Italian fragrance house is pitching Colonia Club at a new, younger audience to introduce them to the joys of cologne.

Cologne may be named after the German city where it was produced, but the man who came up with it was Italian – Giovanni Maria Farina. By the time Acqua Di Parma was founded in Parma in 1916, fine fragrance, like fine dining, had largely been appropriated by the French. But, like Italian food, the relaxed approach of Acqua Di Parma became a favourite of men and women the world over, from David Niven to Audrey Hepburn.

This latest incarnation, packaged in a fresh green bottle, is the creation of François Demachy, a perfumer who knows a thing or two about cologne (having created Eau Sauvage for Christian Dior). It combines classic cologne citrus ingredients such as bergamot, lemon and petitgrain (an essential oil extracted from the bitter orange tree) with fresh notes such as mint to make it light and refreshing. As refreshing as champagne on an Italian evening, in fact – dressage optional. **Robert Johnston**

acquadiparma.com





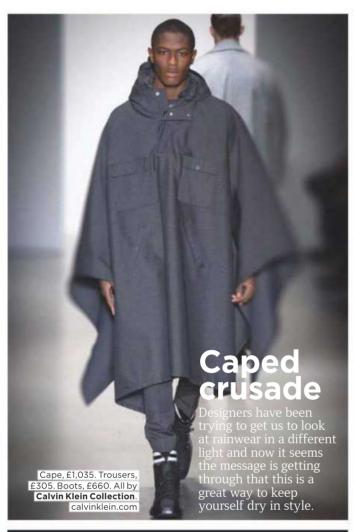
FALL 2015 AGJEANS.COM



GDRESSER

LABEL LAB + VICTORINOX + ARMANI + TAG HEUER + BOSS + STYLE SHRINK + GIEVES & HAWKES







Different league

Harris tweed is a design favourite right now, and here Brooks Brothers has given it an Ivy League interpretation.



Smooth operator

This beauty by Braun is so good that it might just persuade even the most devoted wet shaver to switch.

Shaver with cleaning station by **Braun**, £329.99. At Boots, boots, com



Feel the deal

Dutch brand Scotch & Soda is rapidly becoming one of the coolest places to find fashion in the UK. And if you are keen to keep warm, too, check out this teddy-bear-inspired overcoat that has true touch appeal.

Coat by **Scotch & Soda**, £330. scotch-soda.com

The new formal

Most men enjoy getting dressed up for special occasions and this floral tux from Label Lab will ensure you stand out, whatever the function.

Label Lab. Exclusively at House Of Fraser. houseoffraser.co.uk. Bow tie by Marks & Spencer, £12.50.



Sail of the century

You might look the business but if you don't smell it too, the job's not done. Luna Rossa Sport is the latest offering from Prada, and while it is inspired by ocean racing, it can also bring a hint of adventure to the boardroom.

Luna Rossa Sport by **Prada**, £46 for 50ml. At Selfridges. selfridges.com



Booted and suited

Supermodel and LCM ambassador David Gandy knows that style is a serious business, and after falling in love with a pair of David Preston Chelsea boots, he decided to put his money where his mouth (or rather foot) is and buy the company. His ambition is to grow it into a lifestyle brand, but in the meantime walk tall like the Gandy Man in the best boots in town.



Raymond Weil, £975.

raymond-weil.com

As time goes by

Maestro Frank Sinatra by
Swiss watchmaker Raymond

Swiss watchmaker Raymond Weil is famous for its links with music, and the Maestro Frank Sinatra pays homage to the 100th year since the birth of the legendary crooner.



Way out West

Shirt, £1,995. Jumper, £650. Cords £300. All by **Ralph Lauren Purple Label**. ralphlauren.com. Boots, £1,145. Belt, £950. Both by **Ralph Lauren**. ralphlauren.com

No other designer is as good as Ralph Lauren at getting under the skin – in the case of the leather shirt, quite literally – of Western style and translating it into cool looks that work as well in town as they do in the badlands.



Clarks rebooted

To celebrate 65 years of its iconic desert boot, Clarks joined forces with landmine-removing charity The Halo Trust and art curator Filippo Tattoni-Marcozzi. They approached 14 British artists, such as Richard Caldicott and Marc Quinn, and asked them to re-imagine the classic boot. The limited-edition shoes are available online and the unique one-off pieces will be auctioned in London in October.

Boots by Clarks, £200. clarks.co.uk



Make a change from the boring

black and keep dry with Daks' elegant checked umbrella.

Brights on

Lighten up vour life with the colourful new collection by Swatch.





Fit for heroes

Private White VC is trying to encourage the manufacture of clothes in Britain, and we think that deserves a medal.

Jumper by Private White VC £200. privatewhitevc.com

Turning Japanese

Tokyo-based Kolor is famous for its innovative approach to construction and has found its perfect partner in Adidas.





make its classic American flying jacket even better? By collaborating with the very

MA1 by **Ben Sherman X Alpha Industries**, £160. bensherman.com



Favour the fold

Plissé is the word to describe puckered fabrics, and it comes from the French for pleated. Appropriate, then, that designer Issey Miyake uses it for his shirt line, famous as he is for using pleats and other fabric effects as details that can turn the simplest piece into something extraordinary.

Shirt by **Homme Plissé Issey Miyake**, £270. issevmivake.com





Get smart

Givenchy's Riccardo Tisci is famous for turning the humble T-shirt into a fashion statement, but that doesn't mean he has forgotten his label's roots in pin-sharp tailoring, as proved by his ultra-elegant formalwear.



Cross body bag,





Bombs away

Baartmans And Siegel does some of the best bombers around

Jacket, £500. Track jacket, £170. Trousers, £316. All by **Baartmans** And Siegel. At The Shop At Bluebird. the shop at blue bird. com. Trainers by **Le Coq** Sportif, £45. lecogsportif.com

London pride Top gear

Oliver Spencer's modern British designs are different from anything else out there, yet paradoxically familiar.

Jacket, £310. Cardigan, £220. Scarf, £310. Trousers, £160. Boots, £160. All by Oliver Spencer. oliverspencer.co.uk

Bugatti's range of menswear is really up to speed, with its take on the classic Italian gent's wardrobe.

Cardigan, £3,250. Trousers, £700. Scarf, £670. Gloves, £550. Boots, £1,500. All by Ettore Bugatti. lifestyle-bugatti.com



Dressed-up Nudie

Although it is best known as a Swedish denim brand, there is a lot more to Nudie than just jeans, as this great mid-length iacket shows.





Coach class

Since British designer Stuart Vevers took over as creative director at American heritage brand Coach he has been getting rave reviews. His first collection worked wonders in shearling, as with this varsity-style jacket.

Down and up

It may be famous for its down-filled jackets, but we love Moncler's latest accessories, such as this perfect plaid backpack.



Bachelor padded

British brand Aquascutum has reinvented itself as the label for men who expect their wardrobes to work a little harder. Its guilted jacket looks great over a chunky roll neck and a pair of jeans.



Weekends away

Luggage is one of GQ's greatest indulgences, and Dunhill's suede Bennett holdall is perfect for five-star adventures.

Holdall by Dunhill, £2,690.



Small wonders

Kim Jones has decided a little can go a long way with the bags in his new Louis Vuitton collection inspired by Savile Row tailor Christopher



Nemeth. Designed to be worn in multiples, you can bet ťhat these are what the cool kids will aspire to carry.

Cuff guys

It's all about the wrist action this winter, so make sure you look the part with these extravagant Giorgio Armani gloves.





French dressing

New brand Le Slip Français has turned the sleepy Dordogne into the centre of the underwear industry. Four years later it is keeping things cool, Gallic-style, both above and below the belt.

Sweatshirt by **Le Slip Français**, £64. leslipfrancais.fr



Wild frontier

Bring out your inner beast with Paul Smith's hair-raising faux-fur holdall with a leather trim that is perfect for winter weekends.



Rock the look

Under the direction of super-stylist Nicola Formichetti, Diesel has developed a cool rock-star edge. This ramped-up, fur-collared parka is the perfect case in point.

If the shoe fits

Put your best foot forward with our pick of the coolest new boots, brogues and trainers.



Boots by Bottega Veneta, £675. bottegaveneta.com



Trainers by Converse, £60. At Office. office.co.uk



Shoes by Dr Martens, £115. drmartens.com



Shoes by Lathbridge by Patrick Cox, £345. At Harrods, harrods, com





For the record

Dating back to the Californian Gold Rush of the 1850s, the Levi Strauss archive is a unique record of American workwear. With Levi's Vintage these classic looks are reinvented and re-released as pieces that will never go out of style.

Over the top

The Casely-Hayford father-andson team is famous around the world for its take on London style, and this baseball-inspired overshirt helps create a bangon-trend layered look.





Shoes by **Berluti**, £1,450. berluti.com





Brushed up well

Bally is famous for its leather, and this butter-soft suede jacket proves the reputation is well-deserved.

Island life

TAG Heuer's latest ambassador is French DJ David Guetta (bottom). He inspired this update of the Formula 1 with a black face and blue hands, plus a second time zone (perfect if you're jetting between gigs) and an Ibiza-style leather cuff. (S)

Formula 1 Calibre 7 Special Edition
David Guetta by **TAG Heuer**, £1,850.





Perfect prescription

Aspinal Of London specialises in classic British leather, and this updated version of the traditional doctor's bag would make any man feel better on his daily commute.



Wax on, wax off

The waxed jacket is synonymous with the damp British climate and few pieces have done as good a job at keeping the rain out while always looking good. This mustard version by Next keeps the tradition going in style.



Korea change

Seoul label Woovoungmi is well known for its futuristic edge. Check out this space-age take on a rugged winter wardrobe staple.



Basically brilliant

Acne supremo Jonny Johansson describes its latest collection as being about "football, Harris tweed, jogging – things men like". But while it may have started with some old English standards, the results are anything but run-of-the-mill.

Jacket, £550. T-shirt, £180. Shirt, £170. Trousers, £320. Trainers, £550. All by Acne Studios, acnestudios, com



Conquering Everest

One of the originals among the new breed of homegrown tailors, Timothy Everest brings the best of British to everything he does, like this Harris tweed gilet. Gilet by Timothy Everest, £500. timothyeverest.co.uk

And relax

Timex's Weekender range is, as the name suggests, perfect for down time. We love the chronograph's rugged looks and casual Nato strap.





The trend

If you want to know the hottest trend among fashionistas right now, this is it: Gucci's gender blending. When Alessandro Michele sent his first collection down the catwalk it was boys in blouses (and girls, too). The critics raved - are you ready for a pussy bow?

To cap it all...

What is it about boys and badges? Dior Homme plays to the passion with its decorated woollen baseball cap.

Cap by **Dior Homme,** £240.





Photographs Sudhir Pithwa; Rex



Bag by Porter, £245.

At Oki-ni. oki-ni. com. Wallet by

Côte & Ciel, £129

coteetciel.com



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LETTER of the MONTH

rather than the safety of my belongings.

Harry Hudson-Gotham, Gloucester

When I travel I have a shortage of space for essentials

- guides, camera, three lenses etc - while I walk

around. Is there anything suitably stylish that will fit all my

bits? I have individual neoprene sleeves for my lenses and

What to take on your travels is a perennial problem. Among

other things you have to make sure you don't do yourself

an injury. Several years ago when I was living in New York

I had a damaged rotator cuff. On a chiropractor's advice I

started with a new trainer and when he asked what I had

done I laughed and said it was "the gayest injury ever". He

looked at me in horror and asked if I had fallen off a piece

of, er, "equipment". Blushing crimson, I told him that, in

fact, it was the result of carrying too many press releases

So beware. Two very different bags that I love are first, a

celebrating its 80th anniversary. Secondly, for a more

in a Saint Laurent shoulder bag at the Pitti menswear show.

bright orange nylon number by Japanese label Porter, now

adventurous feel, there is the classic paraffin-treated cotton

Filson travel bag – easy on the eye and as tough as you like.

and its products are guaranteed for a lifetime. The problem

I find with bags is the time you spend fishing in the bottom

for wallet/keys/mobile/pens etc. I recently calculated that

if I were to get back all the time I have spent trying to find

things in bags, I would live to the age of 128. That is why

I am now a big fan of the pouch, so I can keep all those

fiddly bits neatly up together. And they look nice, too.

Filson originated in Seattle as an outdoor-pursuits label

camera, so it is the fashion police I am worried about

I am getting married later this year and have bought a navy suit and black broques for the occasion. I think it looks smart but a few people have told me I should wear brown shoes. Are there guidelines on this subject?

My new most annoying man in the world (a list updated self-professed "etiquette expert" on Mail Online, a sad little individual who complains about people who start emails with "hev" he has an oninion on this Flicking through Hardy Amies' ABC Of Men's Fashion, I came across this: "Shoes need not match the suit in colour. I personally prefer black shoes with a everyone is right. The message Sir Hardy is giving is that brown shoes are intrinsically more casual than black. Indeed, when

appeared in brown suede oxfords with navy flannel trousers it was considered terribly risqué (no doubt causing a few old generals to expire face-down into their brandy balloons). So I think Don is on to something. After all, your wedding is probably the most formal event of your life with the possible exception of your funeral, and then wearing shoes at all is optional.

I have just discovered that after years of squinting at menus and ianorina my airlfriend's advice, I am going to have to embrace the murky world of assisted eyewear and I have absolutely no idea where to start.

Richard C. via email

We Brits have an odd attitude towards wearing spectacles. When a friend's six-vear-old son was recently told he would have to wear glasses, his mother burst



regularly) is William Hanson, and use liquid soap. I'm sure but it is all a matter of taste. brown suit." So the upshot is





Shoes by Joseph Cheaney & Sons, £285. cheaney.co.uk. Glasses by Dita, £470. At Selfridges. selfridges.com



Four eyes only: Colin Firth wears Cutler & Gross frames in spy thriller Kingsman: The Secret Service

the optician was wearing glasses herself and was giving her a very oldfashioned look. The mother explained that she was worried her son would be bullied at school. I pointed out he was more likely to be bullied because she dressed him like an extra from Angela's Ashes. Richard tells me that he works in the tech husiness is fairly styleconscious with a full head of hair and his girlfriend works in the fashion industry and has "opinions", so it is important to get the face furniture correct. I am happy to say that wearing glasses is hip and the choice of cool frames extensive. I am a big fan of the American brand **Dita** and wear the Statesman style - very "check out the brains on Brad", to misquote Samuel L Jackson. Another great brand - and again American - is Oliver Peoples and I particularly

like the Jack Huston RX style. Ray-Ban does a great range of opticals - check out the New Wayfarer style. For something closer to home, look at Cutler & Gross a cool London range that dates back to the Sixties. It provided eyewear for the film Kingsman: The Secret Service, and is a favourite of Sir Michael Caine - and no one bullies the Caine. For eye tests and lenses I really recommend Vision Express - I have always had great service there and there is no pressure to use its own

range of frames.

192 GQ SEPTEMBER 2015

I want to remove the tattoo on my hands. Is this possible? And, if so, how much will it hurt?

Jav. via email

I sometimes think I must be the only person in the country who doesn't have a tattoo. Spend an afternoon on Camber Sands and the Chinese pictograms, Maori ta mokos and girlfriends' names stretch as far as the eye can see. Luckily, it is easy to have them removed. The most painless method is said to be a cream called Rejuvi, which is injected into the skin in much the same way as the original ink. This causes the immune system to recognise the pigments' presence and start rejecting it. It forms a scab, which falls off after around six to eight weeks, taking the ink with it. If this sounds revolting, let me point out that using a laser causes the ink to break down to be filtered out by the kidneys, which doesn't sound much better. The other advantage of Rejuvi is that it removes all shades while laser removal has problems with brighter colours. An initial consultation is around £40 and the cost of removal will start at around £65 per square inch. So you can ink before you think.



Tattoo-removal treatment by **Rejuvi**, from £25/sq in. At E-raze. e-raze.com. Left: Johnny Depp in Moscot glasses

Submit your questions to our style quru: styleshrink@condenast.co.uk

The author of our Letter Of The Month will receive a stylish black and rhodium Townsend fountain pen worth £190 from **Cross**. Cross is the maker of quality writing instruments and has a range of distinctive lifestyle accessories. *cross.com*



King of the Row

Jason Basmajian is fusing Savile Row mainstay Gieves & Hawkes' military cachet with forward-thinking style. **Nick Foulkes** meets a designer on the cutting edge

EVERY day at No1 Savile Row is a delicate balancing act for Jason Basmajian. "I look out the door and I don't really look to the right down the Row – we already have that tradition and craft coming through our bespoke room. I'm looking more to the left, to what's happening on the global stage with menswear, because we are now positioned more as an international menswear brand than we are a simple tailoring brand."

Basmajian is the precisely suited, softly spoken chief creative officer of Gieves & Hawkes and in the past couple of years he has been transforming tailoring's most famous address with a subtlety that, in its quiet way, is revolutionary. Gieves & Hawkes may be at No1 Savile Row, but it is also at well over 100 points of sale across Asia and is everywhere from matchesfashion.com to Harrods.

And long before e-commerce was even imagined, Gieves and Hawkes were respectively naval and military outfitters famed for the uniforms and pith helmets worn by generations of empire-building mad-dog Englishmen to protect them from the heat of the midday sun.

"There's a real inspirational quality to that British aristocratic and military background," says Basmajian. Tailoring is at the heart of G&H, but it is tailoring that is relevant to today. "Our cutters are young, dynamic and technically excellent but they have a sense of style, which is important. We have combined the ready-to-wear design team with the bespoke cutters, ensuring that even the off-the-peg suits have the same fit and styling."

He has seen it as his mission to relax the stereotypical Britishness a little. "Italy has taken so much inspiration from Savile Row. But what the Italians are good at is the packaging of it, the loosening up of it, the styling of it, the comfort

of it, the sexiness of it." And he should know, as he spent six years at the helm of Brioni. This loosened-up Savile Row can appear as a cashmere overcoat that gives the impression of a covert coat but is unlined, light and soft. Or it could be a reinvented eveningwear that is a sort of dressed-down dinner jacket – in luxurious bouclé textured fabrics, or with shawl collars that make the transition from day to evening with aplomb.

All this is set in the context of a redesigned store. Before the tailors arrived, the Row was a street of smart townhouses, and he has brought a modern grandeur to the space: large contemporary art pieces above the fireplaces; solid smoked oak shelves; a suite of interconnecting bespoke rooms that look like an art-deco movie set; mirrors and metal fittings with a touch of Giacometti about them; and, amid this modernity, like exhibits in a gallery, all the swords, epaulettes, armour and uniforms that a military historian could hope for.

But G&H is not in the heritage business, as shown by the enticing cabinets of butter-soft suede blousons and almost indecently lush heavy-knit cashmere of the sort that makes winter seem almost attractive. And if making dull grey weather seem like a styling opportunity is not enough of a coup, Basmajian has also got me considering investing in a pair of sneakers: he has found a supplier of skins that enables him to offer crocodile trainers at a price almost within range of those of us without an oligarch's dress allowance.

Anyone who can introduce crocodile sneakers into the offer of an ancient military tailor with three Royal Warrants deserves respect.

Jason Basmajian is not the sort of man to tell you what a genius he is, so he will have to let people like me do it for him.

EDITED BY GIORGINA WALTIER

PORTFOLIO

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Inis month, luxury jeweller lateossian has joined forces with the Elton John AIDS Foundation to create a collection which puts all proceeds towards the fight against AIDS. The PILL XXV collection includes two bracelets, a pair of cufflinks and a pin, all with a pill-shaped centrepiece. Available with either black and white pavé diamonds and an 18-carat gold band or with red and white enamel with a steel band, each design represents the life force of HIV sufferers and symbolises the foundation's fight to create an AIDS-free future. £1,500. tateossian.com

3

Face first

Using Amazonian pracaxi oil to help regulate the skin's hydration levels and olivine extract to reduce signs of stress by boosting cell metabolism, the new Anti-Fatigue Day Cream by **Elemis** ticks all the right boxes. £36. elemis.co.uk

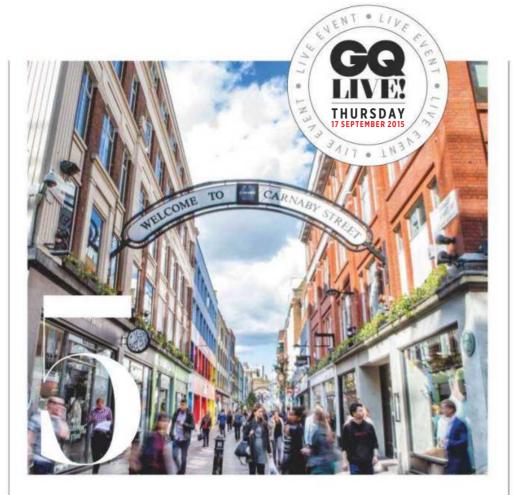




4

Wallet watch

There is nothing worse than a scruffy wallet. After all, it doesn't matter how good the contents are, just be sure to let the exterior do the talking in a chic and sophisticated manner. Pop **Bugatti**'s sleek black leather card-holder-style wallet in your back pocket and you'll be good to go. £200. lifestyle-bugatticom





Time for tweed Grey tailoring is a key trend this autumn/ winter and Amsterdam brand Scotch & Soda has nailed the look with this classic grev-blue tweed blazer. £240. scotch-soda.com



Carnaby Style Night GQ is proud to announce the fourth Carnaby Style Night on Thursday 17 September between 5-9pm. With 20 per cent off at more than 100 shops, restaurants, bars and cafés, complimentary cocktails, DJ sets and GQ trend talks (to name just a few), this is definitely not one to miss. All you'll need to do is register for tickets at carnaby.co.uk



multifunctional bag, then Piquadro ought to be your next port of call. The luxury Italian accessories brand has made a name for itself by creating stylish luggage with multiple uses. The new limited-edition Coleos backpack is no exception, with a fully padded iPad compartment. multiple side pockets and a specifically designed umbrella compartment. £310. piquadro.com





Creative camo It's fair to say that American superbrand Coach has truly excelled itself with the debut of its first ready-to-wear collection at January's LCM. Combining camo and shearling, this

chunky parka jacket

£850. coach.com

is a winner.



Leather up They say that a leather jacket is never a bad investment, as long as you go for a timeless style. **Replay**'s biker-style jacket is certainly that, so team it with jeans, chinos, cord or wool. £355. replay.it

in a super-soft cotton,

they're available in

a selection of bright

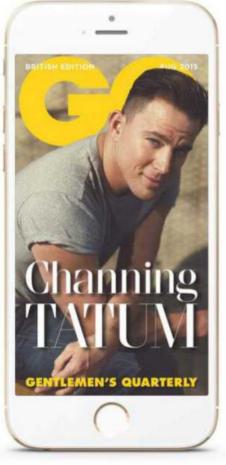
with the trademark

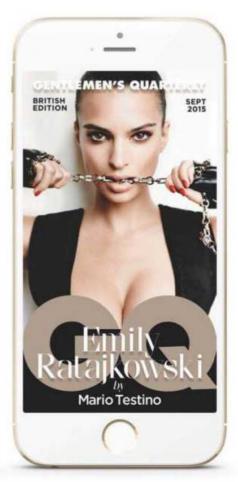
Diesel waistband.

£18. diesel.com

colours and are complete







You can download the GQ iPhone edition at no extra cost

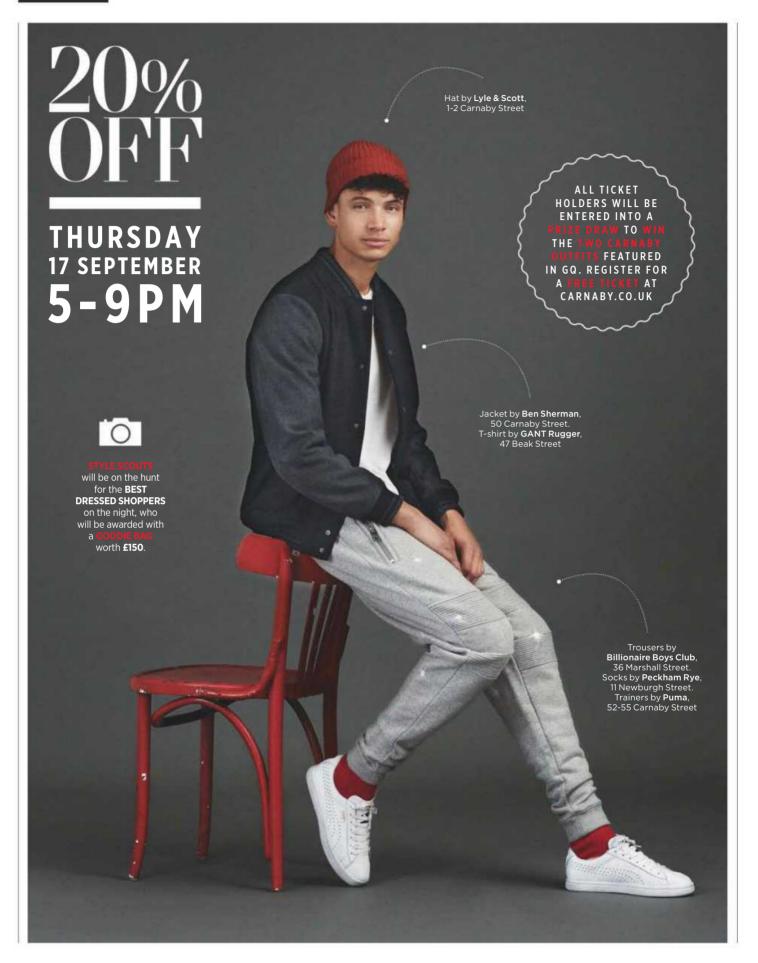
If you have purchased the tablet edition or are a print subscriber, simply search for 'GQ' in the App Store and download for free













FOR another year running, Carnaby is set to confirm its reputation for being one of London's most popular destinations for modern fashion. On Thursday 17 September, the 13 streets of Carnaby will transform into a four-hour showcase of some of the best flagship, concept and independent stores, offering 20 per cent off at more than 100 brands, restaurants, bars and cafés to all ticket holders.

There's something for everyone, from timeless British brands Lyle & Scott (1-2 Carnaby Street) and Dr. Martens (48 Carnaby Street) boasting an in-house DJ and a barbershop experience respectively, to Barbour (29 Foubert's Place) and Paul Smith Soho (46-48 Beak Street).

There are a number of international heavyweights, too, including Replay (44-45 Carnaby Street), Cheap Monday (37-39 Carnaby Street), a new-look store for The Kooples (30-31 Carnaby Street), TOMS (5-7 Foubert's Place), Scotch & Soda (13 Carnaby Street) and Levi's (51 Carnaby Street), all there to help boost your wardrobe's potential this autumn/winter season.

As you sayour this celebrated district, you'll be on the doorstep of Billionaire Boys Club (36 Marshall Street) and ELEVENPARIS (46 Carnaby Street), with the latter leading the charge with an in-store curation of personalised T-shirts and a soundtrack provided by Art Comes First DJs. With one eye firmly on this season's must-haves, the other will be fixated on sharing them with the world, as shoppers will be able to enter Carnaby's Style Roulette competition by Tweeting about the night using #Carnaby and #StyleNight for a chance to win a fashion prize. Heritage brand Peckham Rye (11 Newburgh Street) is offering a jacketmeasuring service, while also giving several masterclasses on how to tie a cravat, bow tie and tie. Additionally, each shopper who is measured for a jacket will be entered into a prize draw for a bespoke Peckham Rye suit. Carnaby's newest addition, Supremebeing (33 Marshall Street), will be launching its AW15 collection with free drinks and several exhibits for sale by the brand's White Canvas Project artists.

WHERE TO USE YOUR TICKET

Albam

American Apparel

A Number of Names

AQ/AQ Man AQ/AQ Woman Baracuta Barbers Point Barbour Ben Sherman Benefit Billionaire Boys Club

Bolongaro Trevor BOSS

Brandy Melville

Carry Me Home

Cheap Monday Cowshed

Cubitts

Dahlia

David Naman Diesel Female

Diesel Male Dr. Martens Drop Dead FI Ganso ELEVENPARIS Fvisu **GANT Rugger** Havaianas Illamasqua Irregular Choice It's Something Hell's Jack Wills Lambretta Laurel Wreath Store by Fred Perry Lazy Oaf Levi's Levi's Vintage Store Liberty (men's) Lomography Lyle & Scott Mark Powell Marshall Street Leisure Centre Monki Mor Muii **New Frames** Nike SB Nixon Office Onitsuka Tiger OTHER Paul Smith Soho Peckham Rye Pepe Jeans London Pixi **Pretty Green** Pro-Direct Puma Pylones Replay Scotch & Soda Sherry's Size? Skinnydip STORM Superga SuperTrash Supremebeing The Face The Great Frog The Kooples The North Face TOMS Vans Walk-In Backrub



Flying a flag for womenswear

While the spotlight on the Carnaby Style Night will predominantly be shining on menswear, lifestyle and grooming, women's fashion also plays a key role on the night. Benefit (10 Carnaby Street), Dahlia (8 Foubert's Place), Diesel Female (24 Carnaby Street),

AQ/AQ Woman (12 Foubert's Place), Monki (37 Carnaby Street), Illamasqua (20 Beak Street) and Pixi (22A Foubert's Place) will all be out in force; the latter will be offering refreshing drinks, cupcakes and complimentary makeovers Brandy Melville
(11 Foubert's Place),
SuperTrash
(43 Carnaby Street)
and Skinnydip (10
Foubert's Place) are
all highlights, with
Skinnydip offering
complimentary food
and drink, a raffle and
'red cup' party-themed
agmes for all shoppers







FREE TICKET
AT CARNABY.CO.UK





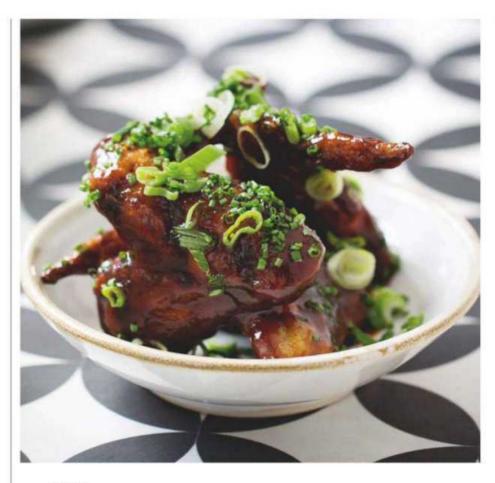
AS if the allure of Carnaby's most fashionable hotspots wasn't enough: the Style Night is also perfect for those looking to leave with a full stomach as well as a refreshed wardrobe. As Carnaby is celebrated for its bars, cafés and restaurants as well as their well-dressed neighbours, here, visitors have a choice of several pit stops. Indecisive eaters should head straight to Kingly Court – a three-storey al fresco courtyard that is sure to satisfy the hunger of any famished shopper.

To help capture the last of the summer sun, set your sights on The Rum Kitchen (First Floor, Kingly Court). A Caribbean beachshack-meets-restaurant, it champions a "no rain, no rainbow" mentality, with a menu built on sumptuous ierk chicken and equally mighty cocktails. Nearby, Pizza Pilgrims (11 Kingly Street) cooks up its own storm using traditional Italian pizzeria methods, and for an injection of untampered cool, **Señor** Ceviche (First floor, Kingly Court) is the place to be. The drinks will also be flowing at Jack Wills (6 Foubert's Place) and Puma (52-55 Carnaby Street), while neighbouring Pretty Green (56-57 Carnaby Street) dishes out mac and cheese from Anna Mae's. Don't forget to register for a free ticket at carnaby.co.uk.



DIRTY BONES will be celebrating its launch with a **POP-UP BAR** on **GANTON STREET** and will serve **COMPLIMENTARY COCKTAILS** to all ticket holders.







Aurora Carnaby Burger Co Cha Cha Moon Cinnamon Soho Comptoir Libanais Dehesa Department of Coffee and Social Affairs **Dirty Bones** Flat Planet Joe & The Juice Kua 'Aina Leon Moosh Mother Mash Mozzino Pizza Pilgrims Retreat Café Rosa's Thai SACRED Señor Ceviche Shampers Shoryu Carnaby Soho Grind Stax Tapas Brindisa The Detox Kitchen The Diner The Life Goddess The Rum Kitchen The White Horse **Urban Tea Rooms** Whyte & Brown Wright Brothers Soho 7ebrano

Food for thought

Where's the best spot for something different? Say aloha to Hawaiian Kua 'Aina's (26 Foubert's Place) legendary burger or head to The Life Goddess (First Floor, Kingly Court) for a Greek deli experience. Feeling shellfish? Then head to seafood obsessives Wright Brothers (13 Kingly

Then head to seafor obsessives **Wright Brothers** (13 Kingly Court), with a menu changing daily and six varieties of oyster available.

On the go? You'll find smoothie solace at Moosh (Ground Floor, Kingly Court) or at The Detox Kitchen (Ground Floor, Kingly Court). Fancy sharing? Let Dehesa (25 Ganton Street) answer your call, with its unrivalled charcuterie and tapas menus, mastering the cuisine of Spain and Italy. In a social mood? Head to The White

In a social mood? Head to The White Horse (16 Newburgh Street), a traditional British pub and one of Carnaby's most popular

watering holes.
Rushing around
between shops?
Pull into Soho Grind
(19 Beak Street) for a
pick-me-up. Caffeine
not your thing? Not
a problem - they also
serve a number of
cocktails and
small-plate dishes.
Going tea-total?

Going tea-total? Pour into Urban Tea Rooms (19 Kingly Street), the ideal place for a shopper to rest his weary head.









Join in the conversation on the night using @CarnabyLondon @BritishGQ #Carnaby #StyleNight and at carnaby.co.uk



Having rapidly become a permanent fixture in every Londoner's fashion calendar, and with the very best of menswear at its core, Carnaby Style Night has GQ written all over it. It is undoubtedly fitting, then, for GQ to host its own **pop-up shop** at 8 Newburgh Street, Here, a panel of GQ's esteemed fashion editors. **Robert Johnston, Nick Carvell** and Giorgina Waltier, will be hosting masterclasses for the autumn/winter season, as well as a trend talk with **OTHER**'s co-founder Simon Murphy and Ben Sherman CFO and creative director Mark Maidment. Ushering fashion-conscious shoppers towards the essential buvs of the night, the talks will encompass both smart and casual trends as well as the core items in every gentleman's wardrobe. All ticket holders - whether a fashion aficionado or sartorial rookie - are welcome. Head to carnaby.co.uk for more information and to register for your **free ticket** now.







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are up for grabs
on Carnaby's
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#StyleNight in
your TWEETS for
a chance to
WIN A FASHION
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CARNABY STYLE
NIGHT IS TREKSTOCK,
HELPING TEENAGERS
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BEYOND CANCER.
TREKSTOCK.COM

WIN

Each ticket holder will be entered into a **prize draw** to **WIN both Carnaby looks** displayed in the September

2015 issue of *GQ*. **Style Scouts** will also be taking to the streets and searching for the night's most stylish shoppers to be awarded with a **goodie bag** worth £150. Lastly, head to independent café **SACRED** (13 Ganton Street) to meet Supercup driver Ben Barker. Take up their VIP hospitality package with **Porsche Cars GB** and go to **Brands Hatch** for the **Porsche Carrera Cup GB** season finale in October.

REGISTER FOR YOUR FREE TICKET AT CARNABY.CO.UK



major awards

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British GQ is the magazine to beat

2014	BSME Digital Art Director Of The Year		P&G Awards Best Styling (GQ Style)
2014	DMA Designer Of The Year	2006	P&G Awards Best Grooming Editor (GQ Style)
2014	TCADP Media Award	2006	P&G Awards Best Styling (GQ Style)
2014	FPA Feature Of The Year	2006	MDA/MJA Press Gazette Awards
2014	FPA Journalist Of The Year		Interviewer Of The Year
2014	Amnesty International Media Award	2006	MDA/MJA Press Gazette Awards
2014	PPA Editor Of The Year		Best Designed Consumer Magazine
2014	FMJA Online Fashion Journalist Of The Year	2006	MDA/MJA Press Gazette Awards Subbing Team Of The Year
2013	EICA Media Commentator Of The Year	2006	PPA Writer Of The Year
2013	DMA Men's Lifestyle Magazine Of The Year	2005	PPA Writer Of The Year
2013	BSME Editor Of The Year	2005	Magazine Design Awards Best Cover
2013	Fashion Monitor Journalism Awards Outstanding	2003	Association Of Online Publishers Awards
	Contribution To London Collections: Men		Best Website
2013	PPA Magazine Writer Of The Year		BSME Magazine Of The Year
2012	Mark Boxer Award		PPA Writer Of The Year
2012	BSME Editor Of The Year		BSME Magazine Of The Year
2012	DMA Lifestyle Magazine Of The Year		PPA Writer Of The Year
2012	Help For Heroes Outstanding Contribution		BSME Magazine Of The Year
2012	Px3 Prix De La Photographie Paris Gold Medal		PPA Designer Of The Year
2011	Foreign Press Association Media Awards, Sports		Printing World Award
2011	Amnesty International Media Award	2000	Total Design Award
2010	Amnesty International Media Award	2000	Jasmine Award Winner
2010	One World Media Press Award		Printing World Award
2010	The Maggies Magazine Cover Of The Year		Jasmine Award Winner
2010	P&G Awards Best Styling (GQ Style)		PPA Designer Of The Year
2009	PPA Writer Of The Year		Ace Press Award Circulation
2008	BSME Editor Of The Year		Ace Press Award Promotion
2007	BSME Magazine Of The Year		PPA Columnist Of The Year
2007	BSME Brand Building Initiative Of The Year		PPA Publisher Of The Year
2007	MDA/MJA Press Gazette Awards Best Cover		British Press Circulation Award Best Promotion Of A Consumer Magazine



11110

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in the month ahead...

arc Quinn's cavernous Clerkenwell studio is bursting with stuff: work-in-progress; past work; art by Quinn's fellow YBAs; an Indian Chola deity that inspired his Kate Moss "Sphinx" series; the sole of a child's shoe; a pair of steel-capped boots worn to kick his latest 3-D paintings into submission. "All my friends are wearing them," he says, laughing, "The best thing is they're 35 quid off a website."

The first artist to be represented by Jay Jopling and the only YBA not to go to art school – he read history at Cambridge – Quinn made his name aged 27, selling a frozen sculpture of his head, "Self" (1991), made from eight pints of his own blood, to Charles Saatchi. Quinn's blood head was included in Saatchi's ground-breaking

group show, *Sensation*, at the Royal Academy in 1997; and like his contemporaries he has since exhibited internationally. He has been variously accused of making politically correct art, of having "a monstrous ego" and of appealing to the oligarchs. He does concede that dominating the 2013 Venice Biennale

with an eleven-metre inflatable sculpture of the pregnant, disabled artist Alison Lapper (below) was "bound to piss people off. But it felt very human." Quinn's art is poignant, vulnerable, tough and confrontational. His current exhibition, The Toxic Sublime at the White Cube Bermondsey (until 13 September), is about man's toxic effect on nature, but "there's still beauty to be found, even if it's warped and twisted".



'Self' (1991)

Quinn's doctor extracted the artist's blood every six weeks for five months to create the first blood head and, as a new one is made every five years, he has become the artist's long-term collaborator. The series is "Samuel Beckett does Rembrandt", says Quinn, "self portraits endlessly repeating, like a mantra."

'Garden' (2000)

"My first foray into the sublime," says Quinn. Miuccia Prada asked if he had any crazy ideas and, having experimented with flowers preserved in silicon, he decided to make a garden. "If you touch the flowers, they snap like porcelain and when you dismantle it all, they turn black, like a fairy tale."

'Alison Lapper Pregnant' (2005)

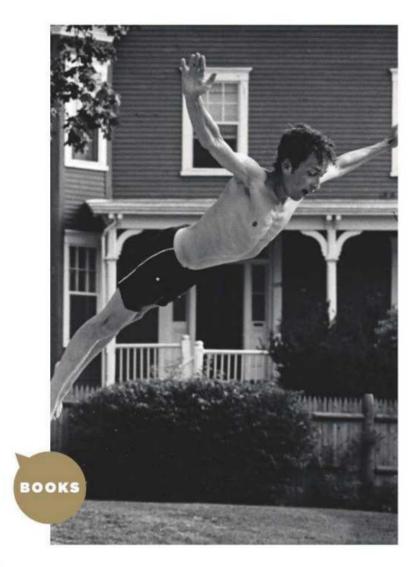
"Received notions of beauty mean that something that's acceptable in [classical sculpture] is not acceptable in real life," says Quinn. His sculpture appeared on the Fourth Plinth in Trafalgar Square and his inflatable version (2012) is one of the most-seen works in history.

'Kate Moss: Sphinx'

What's the exact opposite of bodies affected by accidents or congenital illness? The most perfect body in the world. Moss' image has a doll-like unreality, hence the wildly contorted yoga posture: "She looks like she has too many limbs - like she's giving birth to herself," says Quinn.

'Zombie Boy' (2011)

Rick Genest, aka Zombie Boy, was discovered while living with his mother in Montreal and has since become a muse to the fashion and music worlds. Quinn made a life-size cast of Genest, "bringing street culture to high art and examining people who transform their bodies in a kind of spiritual journey".



Dylan's big leap forward?

Fifty years on, the truth about 'going electric' is as elusive as ever STORY CHARLIE BURTON

n 25 July 1965, Bob Dylan arrived on stage at the Newport Folk Festival in Rhode Island carrying a sunburst Fender Stratocaster rather than his usual acoustic guitar. The volume was turned up and he opened his set with a snarl: "I ain't gonna work on Maggie's farm no more!" When the song finished, some sections of the crowd seemed shocked but, undeterred, he crashed straight into "Like A Rolling Stone" ("How does it feel?" the song goaded) and, after one more. Dylan walked off. There was heckling and booing. Diving bard: Bob

Minutes later he returned with an acoustic guitar and eventually settled into, emblematically, "It's All Over Now, Baby Blue".

It's an evening that has been mythologised as a moment of defiance, one that sounded the death knell for the folk revival and announced the emergence of rock as the sound of disaffection. But it's obscured by contradictory reports. Was the audience dismayed about what Dylan was playing or that his performance was so short? Or was it, in fact, that the sound quality was poor? While we're at it, was the crowd even all that angry?

Of course, you know this already. It's a bullish critic who thinks they have something new to say on the matter, which is the promise of Elijah Wald's new book, Dylan Goes Electric (Day Street Books, £16.99. Out on 13 August). Wald's strategy is to look outwards, contextualising and complicating Dylan's life up to Highway 61 Revisited in the nuanced politics of the folkies, showing how the significance of 1965 was less about amplification, rather the battle of competing American ideals: the communitarian spirit of Newport and the rugged individualism of Dylan.

As a consequence, the book dwells extensively on Pete Seeger, the architect of the folk revival



The number of davs after the 1965 Newport Folk Festival when Bob Dylan recorded the track "Positively 4th Street". With lyrics containing images of vengeance and paranoia, it is said to be a put-down of his former friends from the folk clubs of West 4th Street in Manhattan.



Dylan was in fact electric way before he "went electric" at Newport in 1965, as he explained to Playboy magazine in 1978:

"The first thing that turned me on to folk singing was Odetta. I heard a record of hers in a record store back when you could listen to records right there in the store. That was in '58 or something like that. Right then and there. I went out and traded my electric guitar and amplifier for an acoustic guitar, a flat-top Gibson.

Dylan in Newport, Rhode Island in

before he angered

1963, two years

the folk purists



With Bobby Zimmerman

People Bob Dylan has said he would like to interview

Hank Williams Apollinaire Marilvn Monroe Mohammed Paul the Apostle

People Bob Dylan has said he would not like to interview:

Fidel Castro Mikhail Gorbachev Ronald Reagan The Hillside Strangler



Some people call him Bobby, some people call him Zimmy

Dylan hitchhiked from Minnesota to New York after leaving college. Having done odd jobs and sleeping wherever he could, he stopped at a courthouse along the way and legally changed his name from Zimmerman to Dylan. When asked later if his name was spelled like Dylan Thomas, he answered, "No, like Bob Dylan."

who championed Dylan and was on the board at Newport. It's scholarly, but it may have been more enlightening, not to mention entertaining, to give greater attention to Albert Grossman, the svengali manager who made a great deal of money cultivating and fashioning the scene.

> This is a book about puzzles and Wald does take stances: he reasons that the sound at Newport was not the issue and that Seeger did not try to cut the cables with an axe, as some claimed. Inevitably, though, there are no profound revelations. Nor, in

writing about Dylan's early career, does he explain what drove him in his ferocious devouring of the American songbook, or committed posturing as a hobo musician and eventual rejection of that image. But then, perhaps that's intellectual honesty. As Dylan sings on his latest record, Shadows In The Night: "Fools give you reasons/Wise men never try."



Good football doesn't need bad science

As polls are to politics, so statistics are to sport... never to be trusted. Just ask Brentford FC STORY MARTIN SAMUEL

hil Brown was not the most popular manager in Derby County's history. He was, however, a firm devotee of statistics. He had a calculation that if seven players in the team completed 1,000 metres during a game at top speed over four-second bursts, Derby could not lose. He made the players who achieved that members of The Thousand Club and even wanted to present ties as a reward. "We spent quite some time trying to prove him wrong," one player recalled, gleefully. "We ran everywhere, to no purpose at all." Brown was sacked halfway through his first season. His last two results were a 6-1 defeat against Coventry City, followed by a 3-1 exit to Colchester United in the FA Cup. Derby were 19th when he left.

Germany's Bundesliga releases the distance covered by each team every week. After 20 games this season, Borussia Dortmund were top of the stamina league with 2,400.5 kilometres run. The only problem was that in the real league, the one with points, prizes and relegation, Dortmund were 16th of 18 clubs. Top were Bayern Munich, on course for their third successive title. Ironically, they were also bottom of the table for haring about, having run just 2,283.8 kilometres.

Now, Brown may have been inventing figures just to get a response from his team. He wanted them to work harder and offered the carrot of a guaranteed win. Yet running alone affords no guarantee and nor does another staple, possession. Chelsea won the Champions League in 2012 but failed to enjoy superior possession in any match beyond the last 16 victory over Napoli. In their two semi-finals with Barcelona, the Catalans had 72 per cent of the ball both times and still lost on aggregate. Last season, José Mourinho mocked his mentor Louis van Gaal for boasting of Manchester United's greater possession statistics when they played at Stamford Bridge in April. Chelsea had won 1-0.

Advocates of attacking football argue that having ten shots on target avoids defeat roughly 95 per cent of the time and produces victory in about 80 per cent of cases. Yet only 12 per cent of shots are successful if aimed at the middle of the goal. In the 2012–13 season, for instance, the most accurate striker was Emmanuel Adebayor of Tottenham Hotspur, with 70 per cent on target. He scored five league goals in 25 appearances, however, so accuracy by itself is not sufficient. No doubt the Derby team that laid waste to Brown's theory of motion could do a similar job on any presumed link between shooting and scoring. Bad football is like that. Harry Redknapp says that in one game at Queens Park Rangers, defender Nedum Onuoha had a pass completion rate of 52 per cent. Considering that the chances of finding a player on the same team, even with eyes shut, was 47.6 per cent, Redknapp calculated that Onuoha could have been blindfolded without it greatly impacting on his passing game.

So now to Brentford, who this season will play football the way maths students approach logarithms: by the book. Owner Matthew Benham has made his fortune, in part, from statistical analysis. He thinks his way will work in football, too. It certainly has at his other club, Midtjylland, the current champions of Denmark. Benham implemented his statistical theories

Mourinho mocked his mentor for boasting of Manchester United's possession

statistics

there and the club recorded the first trophy in its history. He also sacked Brentford's manager, Mark Warburton, for not buying into the philosophy. Warburton had won promotion to the Championship and a place in the Premier League play-offs, but the ambition is to go one better under new manager Marinus Dijkhuizen and a cascade of numbers. There will even be text messages sent to the coach at half-time, advising him on what to say or changes that need to be made. Some are appalled but Benham is equally contemptuous of criticism and has Midtjylland's success on his side.

One reason Benham was unimpressed with Warburton is that when the team were fifth in the league mid-season, his analytics showed they were lucky and should really be eleventh. Still, Brentford came fifth just the same. Meaning they either got lucky for 46 matches – which is unlikely – or they really were the fifth best team and the statistics were bogus. And if Benham's analytics department can be six places out in a 24-team league, this infers a margin for error of 25 per cent. If Chelsea got 25 per cent less points than they did last season they would have come fifth. If Hull City had got 25 per cent more they would have finished

14th. See? A lot can be done with statistics. Here's the problem. If seven players in a team complete 1,000 metres in a game at top speed over four-second bursts, but the other manager has the same philosophy, isn't it going to come down to who has the best players? And while an analytics expert will argue that using statistics will also give Benham an advantage in the transfer market, how can that be? Say Brentford buy a winger because he is predicted to be worth eight

because he is predicted to be worth eight corners per game but are up against a team whose central defender wins 75 per cent of his aerial challenges, then the advantageous corners are reduced to two. Factor in the odd moment when a linesman gives a wrong decision or the dead ball specialist offers an inferior delivery and where are we?

Maybe the answer will be in the texts or maybe it hasn't changed since the time Brentford were last in the top division, in 1947. Produce good players, try to buy better ones and trust your instincts. The numbers may help, but they won't always add up.



Blind data

(from top): Stat-scorning <u>Chelsea</u>

manager José

Mourinho; Brentford's

BRENTFORD'S MONEYBALL SEASON 14-15

5th

Played 46 won **23**

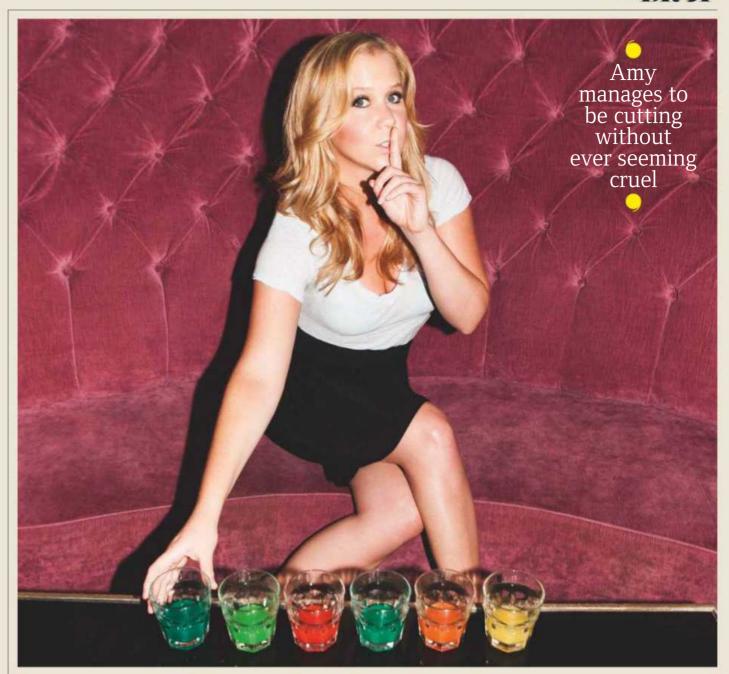
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Amy Schumer will make you feel ashamed of yourself

STORY STUART McGURK

The rise of Amy Schumer seems – like all overnight successes – to have both come out of nowhere and taken a very long time indeed. At 34, she's about to take her first lead in a Hollywood comedy, *Trainwreck*, that she scripted herself (Judd Apatow – who else? – directs), and is already on the crest of a wave with her TV sketch show, *Inside Amy Schumer*, which recently landed her on the cover of *Entertainment Weekly*. In the course of 2015 alone, the New York native has gone from a bit-part also-ran to a cross between Tina Fey and Lena Dunham. There's already been a backlash. She's made it.

So: why the late bloom? And why now?

In a way, her trajectory is not dissimilar to that of another current US comedy darling, Louis CK. Natural controversialists both, it was only after it seemed their moment would never come that they had the freedom to do something truly brave. For CK, it was his searing honesty in talking about the (rather uncool) subject of single fatherhood. For Schumer, out went Sarah Silverman-esque shock gags about one-night stands, in came something far more controversial for a woman in entertainment: she satirised the industry she was in. This season on her TV

show, two sketches in particular have gone viral: "Last F***able Day", starring Julia Louis-Dreyfus and Tina Fey, plays on the Hollywood's midthirties cut-off for female stars to be cast as sexless hags; while "Debating The Dildo" was an episode-long parody of 12 Angry Men, debating if she was hot enough for her own show, which also included a dildo. For the pretty but plain Schumer, it was close to the bone: you just know that

conversation had taken place at the network.

Trainwreck represents a culmination of the Schumer skill-set. In it, she plays a writer at a men's magazine (cough), a bedhopping commitment-phobe who, unexpectedly, finds someone she horror – likes. So far, so romcom. But Trainwreck's real skill comes with the blend: unsparing about sex, honest about romance, but, crucially, moving yet unblinking in its family drama. For Apatow, the latter is always saccharine. Schumer's eye is much sharper, her gaze more withering. But it's to her eternal credit that she manages to be cutting without ever seeming cantankerous or cruel. As ever, she's the fall-guy who refuses to take the fall.

TRAINWRECK IS OUT ON 28 AUGUST.

Hail the New \$kool

Hip hop has gone feral – and its wild boys are putting art before business STORY DORIAN LYNSKEY



Ten years ago this month, Kanye West spoke the most impactful seven words of his life. Breaking from the Autocue during an NBC telethon for victims of Hurricane Katrina to say, "George Bush doesn't

care about black people," was a thunderclap moment that showed he wasn't going to make things easy for himself or anyone else. More than that, it proved that hip hop could still spring an ambush at a time when one was sorely needed.

In 2005, Kanye's archenemy was 50 Cent and their rivalry felt like a battle for hip hop's soul. While Kanye was enraging the president, 50 was busy selling four million copies of his second album, The Massacre. Its predecessor, Get Rich Or Die Tryin', had topped 12 million, making 50 the de facto CEO of a genre that had narrowed down to the basics - scowling machismo and clubready beats - while squeezing the eccentrics and provocateurs to the margins. I never completely lost interest in mainstream hip hop but I got used to being bored.

Ten years later, there's no doubt who won the battle: 50's business ventures have made him fabulously rich, but as a rapper he's a busted flush. By the time 2014's *Animal Ambition* stalled in the low hundreds of thousands he was a sour relic of an era of boorish material excess: the Lehman Brothers of rap. Nobody boasts about being the new 50 Cent.

One big reason is money, or the lack of it. Just as too much cash made hip hop fat, lazy, safe and

scared to rock the boat in the early noughties, the upside of collapsing album sales (in 2015, a rapper is as likely to become president as he is to sell 12 million albums) is the return of risk-taking. When rappers aren't working towards sure-fire radio hits and first-week sales, they're liberated to do what they like. Some don't worry about selling records at all. The hard-charging duo Run The Jewels became stars as they approached their forties by giving away both of their albums. Even Drake, hip hop's current commercial powerhouse, was prepared to take the freebie route with his murky, brooding *If You're Reading This You're Too Late*.

Now, 22-year-old Chicago MC Chancelor Bennett, aka Chance The Rapper, has gone further still. His brilliant 2013 mix tape, *Acid Rap*, could have been a stepping stone to a major-label deal, but he wasn't interested. His free new album, *Surf* (self-released),

doesn't even bear his name; it's credited to Donnie Trumpet (jazz trumpeter Nico Segal) & The Social Experiment (Chance's band). What's more, the track listing omits the names of star guests such as Erykah

Badu and Busta Rhymes. The business plan, if there is one, would give 50 Cent conniptions, which makes me love the album all the more.

Like Kendrick Lamar's astonishing *To Pimp A Butterfly, Surf* uses funk and jazz to mount a capacious celebration of black history and evoke a utopian sense of community, but it aims for something warmer and lighter than Kendrick's moral turmoil, falling closer to the sociable sprawl and better-world idealism of Janelle Monáe. *Surf* feels like an unforced torrent of ideas ridden by a rapper who doesn't give a damn about being the next big thing.

Harlem's A\$AP Rocky, aka Rakim Mayers, is a more conventional rap alpha male: he really does want to be cool. He is absurdly handsome and confident and may prove to be the last MC ever to parlay mix-tape buzz into a \$3m record deal. But when I met Rocky recently he said, "You got two types of rappers. You got the celebrity and the artist. I'm an artist." At.Long.Last.A\$AP (Polo Grounds/RCA) backs this up by diving deep into psychedelic waters with a woozy ode to hallucinogens ("L\$D"), a noirish spiritual crisis ("Holy Ghost") and

a dreamy Mark Ronson production which samples Sixties Rod Stewart ("Everyday"). The most important featured artist isn't Kanye or Lil Wayne but Joe Fox, a British singerguitarist who gives the album its bluesy, wasted heart.

I'm glad that hip hop is more politically engaged than it was ten years ago, but that's because it's more

everything. For the current crop of idiosyncratic young MCs, which also includes Earl Sweatshirt, Vic Mensa, Young Thug and the duo Rae Sremmurd, there is barely a formula left to follow or a centre left to gravitate towards. Killer Mike of Run The Jewels has talked about growing up on hip hop that was "rebellious and confrontational and sensitive and introspective" all at once. That sense of unlimited possibility went away but in this period of exhilarating, bewildering flux, hip hop can again be whatever strong, gifted personalities want it to be. Whenever Kanye drops his new album it will fit right into this artistic free-for-all because he insisted, back when nobody else would, that rappers should fearlessly chase their own strange visions.



Chance The Rapper

Net worth: \$1 million

Age 22 Born Chicago, IL Nickname Chano Profession

Rapper First album bought College

Dropout by
Kanye West

Height in one-dollar bills 17.325







Labour doesn't get it

Denial over the economy is leaving the party behind STORY MATTHEW D'ANCONA

The Labour Party needs a big hug – and then a smack in the chops. Election defeat is always traumatic, especially after years of opinion polls assuring you that you are going to win. Even now, a few months after David Cameron dashed Ed Miliband's dreams of life in Number Ten, Labour is still in something not far from clinical shock.

So: first, a figurative hug. In its despair, the party should not forget that its brand remains remarkably robust, the psychological residue, no doubt, of its three successive victories under Tony Blair and a deeper sense that, for all its failures, it institutionalises an important side of the British personality and a sense of community and decency that has long outlasted the class war and industrial action of the 20th century. These associations are not enough to secure election victory – nowhere near – but they are not to be sniffed at, either.

What matters now is whether the party has lost its hunger for power. And, thus far, the contest to succeed Miliband – the result of which will be announced at a special conference on 12 September – has failed to answer that question. Liz Kendall, the modernising candidate, is reliably right, just as left-wing veteran Jeremy Corbyn

is reliably wrong. The frontrunners, Andy Burnham and Yvette Cooper, both have impressive resumés, former cabinet ministers who know how government works and exude competence.

What is conspicuously absent is a sense of urgency or peril. With the occasional exception of Kendall, the contenders do not incarnate a will to power, or express a sense of outrage that, yet again, their party has let down the people it was founded to champion by failing to connect with everyone else. There was a time when the hard left refused to "compromise with the electorate" and cheerfully evoked the old Marxist notion of "false consciousness" to explain electoral failure: subconsciously, the theory ran, voters wanted a socialist government, and were only waiting to have their true ideological yearnings awoken. Rubbish though this undoubtedly was, it sure was handy to explain even the most comprehensive defeat.

Neil Kinnock and Blair cajoled Labour back to reality and – in 1997 – the latter reaped a spectacular dividend. Yet the movement came to resent him deeply for insisting that the party not only campaign but govern as "New Labour". It turned out that Blair meant all this stuff about aspiration, cuddling up to business, standing by the US, public-service reform, and siding with the consumers of such services rather than the producer interest. The public-sector unions did

not want lectures about "boldness". They wanted pay rises.

Party pooper:
The Labour leadership
hopeful Liz Kendall seen as the modernising
candidate - on the
campaign trail in
Edinburgh, 18 June 2015

In 2006, Blair was forced to name his departure date in a coup every bit as brutal as the political assassination of Margaret Thatcher in 1990. Absurdly, the party's most senior figures called for a "stable and orderly transition" to Gordon Brown, without asking with sufficient rigour whether Brown was actually the right successor to Blair. The consequences were predictably disastrous.



THIS SUMMER'S POLITICAL READ

In a strong year for political books (Nick Robinson's campaign diary; Steve Hilton's *More Human*), top honours go to a book from 1974. **The**

Power Broker: Robert Moses And The Fall Of New York

(Bodley Head, £35) won the Pulitzer Prize for Robert A Caro. Although Moses, the master builder of the mid-20th-century New York of Mad Men, is barely known in the UK, this is an enthralling exploration of power. It is 1,162 pages long - but I could have read more. MD

In 2010, the (now-defunct) electoral college elected Ed Miliband rather than his elder brother, who would have insisted that Labour confront immediately the perception that it was spending too much. Instead, Ed soothed the party by ditching the rigours of New Labour and asserting (mysteriously) that the centre of political gravity had shifted leftwards since the financial crash. As it became clear that it had done no such thing, Miliband tried to meet Tory fiscal conservatism halfway - conceding that a Labour government would make cuts too, and accepting the case for a welfare cap. So was Ed pro-austerity after all? The fact that the question had to be asked that his economic instincts were unclear – was always a bad augury.

All this matters and will continue to matter because the electorate has a much longer memory than is sometimes supposed. The "Winter of Discontent" resonated for more than a decade. The stench of Tory "sleaze" lingers even now, just as the Labour Party has not yet been fully forgiven for the era of "spin" and "sofa government". A party that papers over the cracks is kidding itself.

To change the metaphor, the exorcism must be complete. And when it comes to that, Labour has not even called Father Karras, let alone the veteran demon-baiter played by Max von Sydow.

Blair understood that Clause Four had to be rewritten to dramatise his party's recognition that everything had changed since it was last in power. By the time Miliband's successor faces the electorate, Labour will have been out of office for a decade. What's more, the party will stay there unless it accepts that it was spending too much before 2010.

The vehemence with which Miliband and Ed Balls resisted this contention during the past parliament did not seal their fate alone, but it symbolised everything that was wrong. No, the deficit inherited by Cameron and George Osborne was not entirely the product of Labour over-spending; self-evidently, the bank bail out was the big line item. But the deficit was growing before the crash and should not have been. After a decade and a half of growth, Labour should have been running a surplus. It wasn't and the voters know it wasn't. The election result reflected all sorts of sentiments and crisscross currents of opinion. But what it indisputably confirmed was the electorate's enduring lack of trust in Labour's economic competence.

This has long been the party's great vulnerability. It will not govern again until it deals, once again, with the problem (as Brown did as shadow chancellor in the Nineties). It can fail the test and slip even further back, or embrace the problem now before it is too late. What the contenders for the leadership need to grasp, and fast, is that this has nothing to do with economics. It is a question of trust, and the will to win it back.



HASHTAG OF THE MONTH

#phonestacking

f you're declaring war on technology, you had better make sure your battles look good on Instagram. There's no point starting a movement that doesn't have its own hashtag, right?

Introducing #phonestack – a craze which is sweeping bars and universities, driven by a new tribe of under-35s known as "the digital detoxers".

And just as technological advances have shaped the world, so too could the technological backlash, as experts predict that the cultural shift behind the phonestacking trend could actually change the way we live.

First up, the concept itself. A group get together and either decide between them to phone stack, or someone will spontaneously force friends off their screens by shouting out the term with no warning.

Everyone must then pile up their mobiles in the centre of the table, and an ironic Instagram shot is taken just before the last phone is put in place. Over the course of the evening – or the next few minutes depending on the willpower of the group's weakest link – the stack will flash and buzz until someone

cracks. The first person to grab his phone must also pick up the tab.

This crusade against technology in the name of a return to human interaction has uncovered an attitude shift, one that experts are billing as a symptom of a wider phenomenon among under-35s seeking some respite from their technology-filled lives. And it could soon result in a change in the way we work.

Thimon de Jong, director of Dutch think-tank Whetston Strategic Foresight, explains: "Young people are actually those who are most likely to seek out 'digital balance'. They realise that technology overload is getting in the way of their work [and] social lives. So while modern offices. which many associate with open-plan, flexible spaces, do still need more room for people to interact and to meet [new] people, there also needs to be more rooms where people can work alone or in silence - individual rooms or pods. There is also an increased demand for device-free meetings. We could soon see the introduction of device-friendly and device-free meeting rooms." Emily Wright

STYLE

Revving up the Raj

Cartier's 'Travel With Style' Concours d'Elegance celebrates the lost motors of the Maharajas

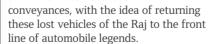
STORY BILL PRINCE

This month, the classic-car circus travels to California's Pebble Beach for its annual Concours d'Elegance, but one category of storied automobile will be missing: India's "Maharaja's motors", those luxuriously appointed prewar limousines that have come to define an age of unbounded opulence and an era of inimitable automotive style.

The reason: historically, the export of such vehicles has been strictly controlled, leaving these extravagant rides to languish incognito in garages, stables and barns across the continent awaiting rediscovery and, in most cases, much-needed renovation.

However, their fame has been propelled by Cartier, for the last eight years the host of India's biennial Travel With Style event, the fourth of which was staged at New

Delhi's Jaipur Polo Grounds last March. A concours designed to highlight the brand's long-standing presence in the country, it grew from the luxury house's initial support of the late Mark Shand's Elephant Family charity. Looking for a suitable fundraiser, Shand took the advice of his friend, the racing driver Alain de Cadenet, and approached the Maharajah of Bawani, the author of a social history of India's most illustrious



Travel With Style has thus played a key role in helping to "detoxify" these one-of-a-kind machines by celebrating their contribution to global motoring heritage and creating a home-grown industry for their continued renovation and presentation.

This year's "best in show", chosen from all nine classes (including Pre-War Classics, Post-War Classics, Indian Heritage and

Motorcycles), was a 1933 Belgian Minerva originally commissioned by the Raja of Mahmudabad in a glorious dark brown and restored to its original condition by the present owner, Diljeet Titus. It was, according to one of the judges, Genevabased classic-car consultant Simon Kidston, a deserving winner.

But then, as a man who trades daily in the trinkets of ultra-high-net-worth collectors, Kidston was equally admiring of the lengths to which all of the finalists had gone to revive their respective charges: "[The owners] haven't had access to any of the resources that we take for granted: restorers, spare parts, know-how – even the opportunity to use them for that matter," he explained. "It's only by driving these cars that you find out what's wrong with them and if you don't have the roads you have

limited opportunities to find out."

Surveying the field of fishtailed Rolls-Royces and gleaming goliaths of art deco-era America, Kidston offered a warning of what might become of them if a taste for prewar, coach-built town cars should start to rival his clients' current love affair with postwar sportsters.

"When you see the cars here, frequently in the hands of the same families that bought them new, with

all the pomp and ceremony that came with that ownership, you understand the context in which they were bought and enjoyed. If these cars were elsewhere in the world, you wouldn't have women in saris and men in tunics and turbans standing next to them; you'd have some chap in shorts and trainers and a baseball cap. You'd lose a sense of what they mean, where they've lived and who has owned them. And that would be wrong."



Best in show: Inside the 2015 Travel With Style winner, a 1933 Belgian Minerva restored by Diljeet Titus

Travel With Style has helped to 'detoxify' these one-of-a-kind machines by celebrating their contribution to global motoring heritage

cartier.co.uk

WATCH

Narcos

OUT ON 28 AUGUST (NETFLIX)

A new series from streaming hit-factory Netflix, Narcos (tagline: "Power is measured by the gram") is based on the rise of the South American drug cartels of the Eighties, and the officials who hunt them down. Focusing particularly on Pablo Escobar, get ready for something akin to a border-hopping version of The Wire, but with more gear.

HEAR

Key Markets by Sleaford Mods

OUT NOW (HARBINGER SOUND)
The Nottingham duo's acidtongued frontman Jason
Williamson has become British music's
least likely success story, popping up
everywhere from editorial pages to
the latest Prodigy album. Like Mark
E Smith or Modern Toss, he's a voice
from the English id: bleak, bilious and
savagely funny. DORIANLYNSKEY

PEAD

Nabokov In America: On The Road To Lolita

by Robert Roper

OUT ON 13 AUGUST (BLOOMSBURY)
After he fled the Nazis to the US in
1940, Nabokov taught literature and
wrote *Lolita* during a summer holiday
in the American West, a trip fans
won't want to miss out on in Roper's
illuminating guide. OLIVIA COLE

WATCH

Straight Outta Compton

OUT ON 28 AUGUST

One of the main fascinations in this long-anticipated NWA biopic will be to see how each member is nailed by their respective actor – be it Ice Cube (O'Shea Jackson Jr), Dr Dre (Corey Hawkins), Eazy-E (Jason Mitchell) or Suge Knight (R Marcos Taylor). None, clearly, are big names, but that's probably for the best. Yet with up-and-comer F Gary Gray at the helm, there's reason to be excited. SM

SEE

Broomberg & Chanarin at Lisson Gallery

25 SEPTEMBER - 31 OCTOBER
The artist duo collaborated with army cadets at a camp outside
Liverpool for their film *Rudiments*, introducing a "bouffon" (a dark

clown) who radically alters military codes and routines. The film is propelled by a score for drums by Kid Millions. SOPHIE HASTINGS LISSONGALLERY COM

READ

Cobra In The Bath: Adventures In Less Travelled Lands by Miles Morland

OUT ON 13 AUGUST (BLOOMSBURY)
Morland's first book, The Man Who
Broke Out Of The Bank And Went For
A Walk In France, saw him chucking

Navigator

Set your cultural compass to this month's pole stars

his investment-bank job and finding new priorities; now his autobiography shares a series of exotic near-death adventures as well as a second career investing in Africa. oc

WATCH

83bn

Me And Earl And The Dying Girl

OUT ON 4 SEPTEMBER
Part Wes Anderson, part
Clueless, Me And Earl And

The Dying Girl is from that canon of indie filmmaking, the teen cancer story, and arrives firmly in film-festival territory (at Sundance, it took Audience Award and Grand Jury prize). Charting the story of two male school friends and the titular dying girl (brilliant newbie Olivia Cooke), it's not perfect, but the quirks balance the schmaltz. SM

WATCH

Peaky Blinders

SERIES THREE STARTS THIS MONTH (BBC TWO)

The second series of the Beeb's post-First World War gangster epic

ended with Cillian Murphy staring mortality in the face and Tom Hardy, well, being Tom Hardy. Both Murphy (naturally) and "Mad Max" Hardy (less naturally) are back for series three, where we want more crackers from the not-as-amazing-as-expected Hardy, like series finale line: "I want you to go outside and shoot that boy from the good family". Standard. SM

SEI

Start Art Fair at Saatchi Gallery

10-13 SEPTEMBER
With 47 galleries from 25 cities,
Start presents an overview of
emerging artists and art scenes from
around the world. Great for budding
collectors who want some context
with their young discoveries. SH
STARTARIFALB.COM

HEAR

Currents by Tame Impala

OUT NOW (FICTION)
Like MGMT, Caribou and The
Flaming Lips, Tame Impala

have one eye on psychedelic horizons and the other on everyday emotional struggles. The Australian electronic acid-rock band's third album is their darkest, deepest and most audacious yet. Head music with heavy heart. DL

READ

Deep South: Four Seasons On Back Roads

by Paul Theroux

OUT ON 29 SEPTEMBER (HOUGHTON MIFFLIN)

Having mapped the world, Theroux – brought up in Massachusetts, now living between Cape Cod and the Hawaiian islands – offers a timely return to his own country through the past and the present of the deep south from North and South Carolina, Georgia and Tennessee to Mississippi, Alabama and Arkansas. oc

HEAR

Born In The Echoes by The Chemical Brothers

OUT NOW (VIRGIN EMI)

It felt like Tom Rowlands and Ed Simons were bowing out with 2012's brain-blitzing, career-summarising live album *Don't Think*, but the most consistent act in dance music comes blazing back with another album of fizzing intensity and starry-

eyed bliss, featuring St Vincent, Q-Tip and Beck. DL



U.N.C.L.E. Guy's spy thriller is glorious nonsense

The aesthetic kinetics of a Guy Ritchie film always have a certain stylish crash-bang-wallop, and his latest stint in the director's chair, for *The Man From U.N.C.L.E.*, is similar seat-of-your-pants adventure fare. Who cares if no one under 50 knows the original Sixties TV series? Who cares if Henry Cavill's (*above*, *right*) acting is as stiff as Superman's tighty whities? Who cares if Armie Hammer's (*above*, *left*) Russian accent is one shot of Stoli short of a Soviet coup? Answer: no one. With Alicia Vikander (*above*) as brains and beauty, this popcorn thriller is nothing but one long sense-shredding ride. Utter Nonsense Can Lead (to) Enjoyment – get it? JONATHAN HEAF THE MAN FROM U.N.C.L.E. IS OUT ON 14 AUGUST.



The real star of the 'Blurred Lines' video has become the toast of fashion and Hollywood, taking on her first lead role in this month's We Are Your Friends after shining in Gone Girl. So why is she so restless? GQ meets a woman dealing with the flipside of fame and in search of herself...

Styled for British GQ by KATIE GRAND





Emily Ratajkowski is frustrated. Recently, she went for two film roles that she coveted - and didn't get either of them. Not that she's short of job offers, of course: Hollywood's queuing up to cast her as commercial "hot girl" characters, but they don't excite her. "I have some serious criteria for what I'm looking for in a role, which has really f***ed me," she says. "The ones that I really want have to be a really interesting script and story and usually the girl is ugly." First there was the part of Masha ("I love her, she's the original badass") in a new adaptation of Anton Chekhov's The Seagull. The feedback? "Too pretty for the role." The other was a supporting part in the upcoming film of Philip Roth's novel American Pastoral. "Again, I think I did a great job in the audition and they were very interested, but again - not weird-looking enough." The problem she faces, she says, is that Hollywood loves to pigeonhole. "When people google my name they see this bikini-sex-symbol kind of thing and they're scared to cast me as anything but that. So I'm taking a long and, I hope, high road of basically waiting for the parts that I'm most excited about, which can be really... annoying."

We're eating at Mark Sargeant's Plum & Spilt Milk restaurant in London's King's Cross, not far from where Ratajkowski lived during her early childhood. Her flight from Los Angeles, the city she now calls home, landed around midday, so we're here during the no-man'sland between lunch and dinner, when the almost total emptiness affords her a rare break from the furtive glances and outright gawping that often accompany her being out in public. It's not only her breakthrough appearance in Pharrell Williams' and Robin Thicke's "Blurred Lines" video (more than 450 million web views and counting) that normally gets her recognised. There's also her turn as Ben Affleck's mistress in David Fincher's Oscar-nominated Gone Girl. And then there's her career as an increasingly-super model, racking up 2.6 million Instagram followers and campaigns for the likes of Marc Jacobs, which has made her face so familiar that she plays herself in the new Entourage film. But aside from all that,

there's also the simple fact that Ratajkowski is adjective-defyingly attractive. She's the kind of woman you'd draw: curves like a cola bottle, lips like a sphinx. Hell, even your girlfriend thinks she's hot.

By any standards, her career is going gangbusters. What's more, she's about to hit the big screen again in her first lead role and it is one that meets her "serious criteria". In We Are Your Friends, the first feature from short film, television and documentary director Max Joseph, she plays Sophie, a woman who drags a would-be dance music superstar, played by Zac Efron, into a conflict between his career and his heart. Yet today, on a cloudy spring afternoon, the 24-year-old seems restless. It's not just the casting gripes. Dig deeper, and you find a larger, existential dissonance. Her greatest fear, she will later say, is "not making anything of life and not doing anything that's important". "And actually," she'll add, "I'm really scared of that. Especially because I chose this as my career, this superficial thing."

'People are afraid to cast me as anything other than a sex symbol'

Emily Rataikowski, pronounced Rat-a-kowski, was born in London but raised in San Diego, where her childhood compared with her friends' was, as she puts it, "very specific". Both her parents worked in the arts, her father as a painting teacher and her mother an English professor. They led a bohemian lifestyle; they didn't own a television and her father would cut all the labels off his clothes, even the tag on his Levi's, because he didn't like brands. She often chose to hang out with them instead of people her own age. "I spent most of my time with adults because although my parents were older when they had me, they're really like teenagers," she says. "I sort of became the third musketeer."

At school, she had always been out of joint with her classmates: she recalls in elementary classes dressing in a cape-like black sweater with black eveliner and Princess Leia buns. "It was my way of saying, 'I don't fit'." As she got older, that disconnect was exacerbated because she developed physically much earlier than her peers. "When I was eleven years old, I basically looked the same as I do now," she says. "I used to get hit on a lot more as a minor. It's pretty f***ed up." By sixth grade it had "driven a wedge" between her and one of her friends whose father had started acting odd around Ratajkowski. "I started to feel really uncomfortable, and I started to get invited round less and we stopped being friends."

Later, Ratajkowski moved to the high school where her father worked. Word had got out

that she had started modelling. "I didn't know anyone when I came to my new school, so they were like, 'The cool painting teacher's hot daughter is here!' And it was this terrible bomb that dropped on me. I was like, f***: they all just know me as this thing. It was kind of like Hollywood: I was getting pigeonholed."

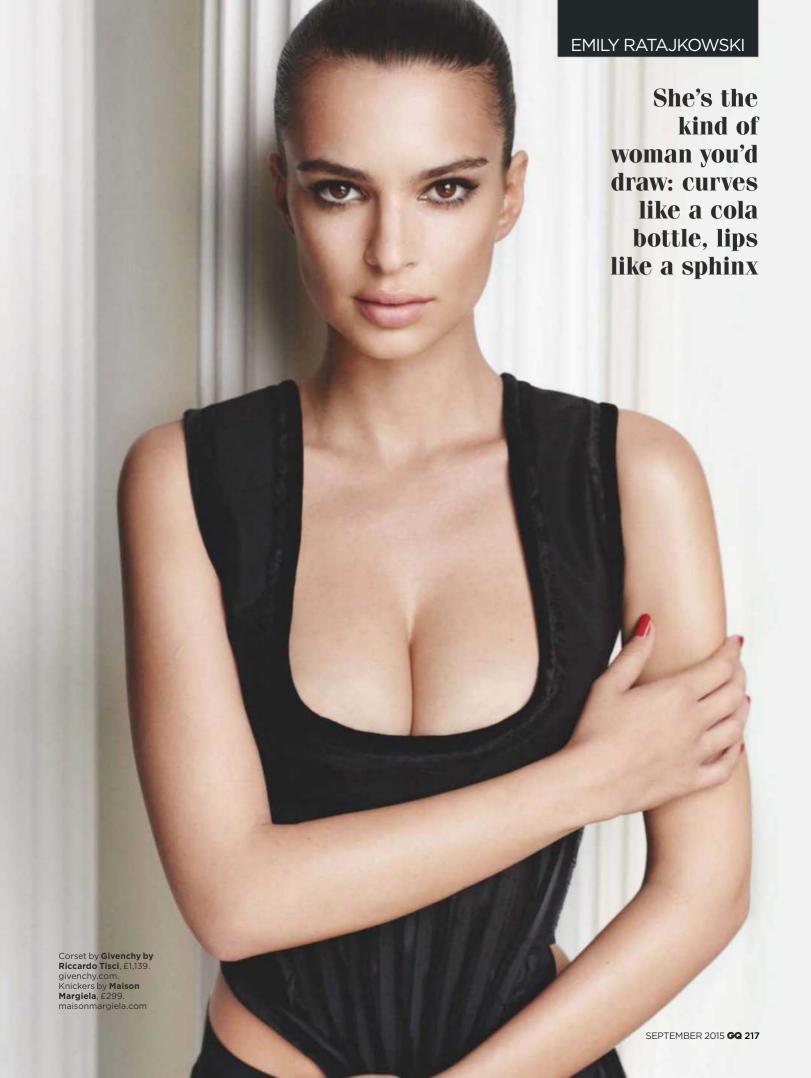
Even with all the attention, her parents allowed her to keep her independence, not requiring her to come home on school nights. Still, they made their feelings clear about some of her exploits. When she was 15 she started dating one of her father's former students: he was five years her senior and therefore deemed unsuitable. One day she was joining her parents on a trip to the theatre and they had arranged to have dinner first. She turned up late, frowned-upon boyfriend in tow. "They looked at me like, 'Are you f***ing kidding me?'. I was also stoned and it was one of my first times smoking weed. I remember my mum coming really close to my face and being like, 'Your eyes look really small...' I went to the play and immediately passed out." She says it was the worst thing she ever did, not least because her parents didn't tolerate her smoking marijuana back then. "I had friends whose parents would smoke weed with them, but that was not the case with mine," she says. These days, however, they're more relaxed. "Now it's fine."

After high school, Ratajkowski went to UCLA to study art – she still paints and draws today – but, just like in her early teens, she was an outsider. The problem was twofold: she was disappointed to find out that the contemporary art world was "insanely elitist and full of bullshit", and she wasn't surrounded by typical arts students. "All of my roommates were these blonde sorority girls." She left after a year.

he late afternoon light is streaming into Plum & Spilt Milk and the rosé is flowing. Over our main courses, I can't help thinking that for a girl who hates being pigeonholed as "hot", starring in "Blurred Lines" seems like a curious choice.

Ratajkowski admits she wasn't sure to begin with. She was working full-time as a model, and when she was approached for the "Blurred Lines" job, the synopsis of the video turned her off. "It was so bad," she says. "I was like, 'There is absolutely no way they could pay me enough money." Even though Pharrell Williams was attached? "I didn't give a shit, because it's me, so I don't care who's attached to it." When she met the director, Diane Martel, however, she was persuaded. "We just connected personally, she's smart, she's really culturally sensitive, and she talked to me about her ideas and how the women would be in the video."

Of course, the video proved highly controversial. Thicke and Williams, fully clothed, singing "You know you want it" at Ratajkowski and two other semi-naked women led to







accusations that it was "rapey"; the song was banned by around 20 UK student unions. Ratajkowski has had to answer for it. "It's important to take responsibility because I signed on for that job; I was a part of it."

Still, she's weary of being associated with the song. "I actually just took a meeting with someone who brought up 'Blurred Lines' and I was like, 'You've got to be kidding me. I don't want to talk about that – come on!'" When it plays in a bar, her instinct is to run away.

She insists she doesn't have any regrets but, talking to her, you sense she could be conflicted. After all, she is a feminist. Not hard-core, sure, but she doesn't align herself with tokenistic pop feminism, either: "Like Beyoncé saying, 'I'm a feminist', or Nicki Minaj, or all these popular figures who maybe don't have so much to say." Her message, she says, is about sexual empowerment. Which means? "Making sure you get what you want in sex. And feeling sexual without feeling like it's for someone else."

She's happy to clarify some particulars of her position. She disagrees, for instance, with the view of some other feminists that giving men oral sex is demeaning. "I had a male friend who said, 'I don't get blow jobs because I think it's offensive [to women].' That view is disgusting – it's empowering! Being in love and acting sexually on it in a million different ways is empowering." And she thinks men need to realise that women check them out, too. "I love men's butts. I shouldn't have to feel embarrassed of that."

Her attitudes spring from experiences in her teens when she was made to feel guilty about her body. "I remember a vice principal snapping my bra strap in seventh grade – when I had just turned 13 – because it was against the dress code." Ratajkowski also recalls an intimidating moment when a friend's father took her aside to say she needed to be careful because she had a wise mouth and was too pretty. "As if I need to apologise for my sexuality."

She makes no apology for her sexuality in "Blurred Lines": "The girls make eye contact with the camera, which I think is really important because in a lot of shoots you have the women looking off, which makes it voyeuristic and weirdly sexist," she says, in defence of the video. "And ["Blurred Lines"] is fun! I didn't feel objectified when I was making it. I felt like I was having a lot of fun as a sexual person."

The more recent controversy surrounding the track, though, is a legal one. In 2013 Marvin Gaye's estate claimed that "Blurred Lines" stole from Gaye's 1977 hit "Got To Give It Up". Last March, Williams and Thicke were found liable for copyright infringement, and Gaye's family was later awarded \$5.3m (£3.4m) in damages. Papers filed at court by Williams and Thicke's lawyer in 2014 asserted that: "There is no substantial similarity in the melody, harmony, rhythm, structure, or lyrics of BLURRED and GIVE." Ratajkowski, however, says she often mistakes one track for the other. "I have to say, from someone who

really knows the beginning of 'Blurred Lines', when it comes on, half the time it's the Marvin Gaye song but I've already tried to leave the place or hide, and then it's like, 'Oh it's the Marvin Gaye one, what the f*** was I stressing about?'," she says. "They're that similar."

ater, I ask her a hypothetical question. Suppose she had become famous through a different avenue. Would she have done that video? "Of course not," she says, "I wouldn't have done it. No." Nor would she revisit that genre. "I think I've done enough nudity now that I don't really need to do "Blurred Lines" again. Like, if someone asked me to do it now, I'd probably say no."

We walk to nearby Bloomsbury, to see the house where Ratajkowski lived as a young child. Wearing a cream-coloured coat and beige heels, she looks very put-together – although she confesses that behind closed doors she's a "goober", which she translates as "a total mess" – and with her leopard-print sunglasses, her 5ft 7in frame slips hassle-free through the crowd.

'You just surrender. I've got over the fact I've got no privacy'

En route, talking in her big-town folksy Californian voice, she recalls her mother taking her to the theatre every week when she lived in London. It should be noted that Ratajkowski has an expansive hinterland. Our conversation today has ranged from the author Lori Moore ("I just read Bark, her newest - there's a lot of magical realism") to conceptual art ("I think post-Duchamp art is just jerking itself off") via sexuality ("I really believe that we're all conditioned: maybe we have certain impulses that make us more inclined towards one gender, but we're pretty flexible. We're animals. A body is a body"). She's equally at home discussing politics. She used to be an Obama fan, but no longer, and would prefer Elizabeth Warren to Hillary Clinton. She's also pro-Edward Snowden, and has radical views on drugs. "My grandfather, who just died at 102, believed that literally every single drug should be legalised and they should just deal with it. And honestly, I don't disagree." She's equally forthright about foreign affairs. "There's a reason Isis exists, which is because we've invaded countries and they hate the Western world. I'm not forgiving them, I'm just saying there's a reason."

To Max Joseph, the director of *We Are Your Friends*, who cast her above 100-plus other applicants, it's this depth that's part of her allure. "She's an enigma in a lot of ways," he says. "I mean, she is very intelligent and she's very well-read, and she's also the girl who was in the 'Blurred Lines' video. And I

think that we don't naturally put those two things together. The fact that she can pull both off with maximum integrity is very bizarre. It's bizarre, but incredible at the same time."

We turn into a residential area and discover that her old road is the next right. She hasn't been here since she was five. "I figured I would come back with some baby daddy..." she muses. We turn the corner. To her horror, one side of the road has been demolished for construction work - but on the other is a row of tall, 19th-century houses-cum-flats, and she slowly recognises the front door that was her family's. "I accidentally drank whisky here. I was four and I loved apple juice which looks exactly the same, and my dad had whisky out and I just grabbed it." She spends a little time taking the place in, then we head to the pub on the corner, where we sit outside and talk about a scandal.

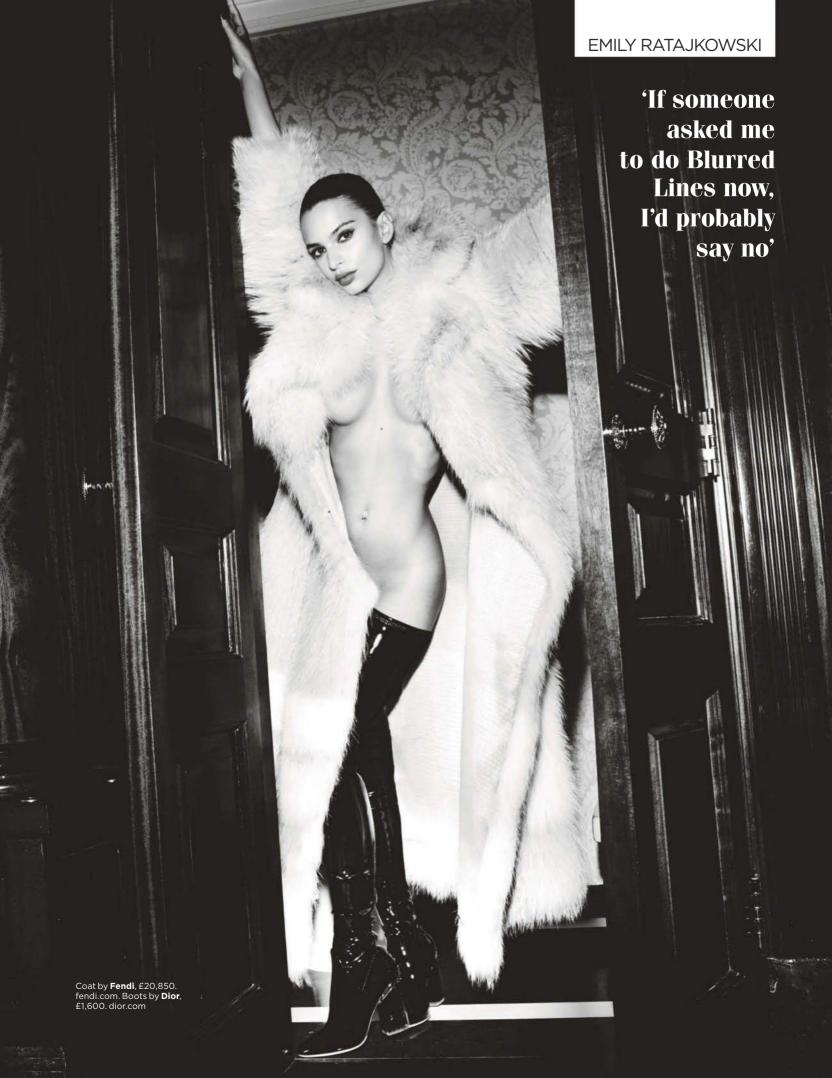
In September 2014, a hacker released a cache of nude photos stolen from Ratajkowski's Apple iCloud account. It was one of a series of celebrity phone hacks that became known as "The Fappening", and its victims also included Jennifer Lawrence, Rihanna and Kim Kardashian. What did Ratajkowski do when she found out? "Nothing; you just surrender. I've gotten over the fact I've got no privacy. This is not the right way to think, politically that you 'have nothing to hide' - but I always hated when I was growing up how people would really freak out about paparazzi following them. It's like, 'Well, that's the job and the profession that you're in'. That sucks but that's not the thing I'd really love to battle."

In the wake of the crime, Jennifer Lawrence told *Vanity Fair* that anyone who searched for the hacked photos was perpetuating a sexual offence and should "cower with shame". Ratajkowski, however, doesn't agree. "A lot of people who were victims of that said anyone who looks at these pictures should feel guilty, but I just don't think that's fair. I think once it's out there, it's out there, and I'm not sure that anyone who googles it is necessarily a criminal. I think the people who stole the photos are."

She has no truck, however, with the argument that taking such photos invites problems. "Just because [Lawrence] is sending sexy pictures to her boyfriend, does that make her guilty of something? Absolutely not. It's part of being sexually healthy." Does Ratajkowski feel she still has that liberty, given the threat? "I'm not going to worry about it. Life is too short. I could die tomorrow."

The criminals have since tried to target Ratajkowski again. Two days before we meet, she received an email saying someone had accessed her iCloud. She no longer uses the service – the most they would have got is creditcard information – but it worries her. "What else do they have access to? I have no idea."

She is grateful for her support network, which includes her new boyfriend Jeff Magid, a philosophy graduate turned professional poker (S)



Deployer who has recently signed with Interscope to record an album. The relationship works, she says, because he has a flexible schedule and can afford to travel. "I understand why people date other actors now, because it's a really hard lifestyle." Not that she is keen on the idea of dating actors herself. "It's not a rule, it's just that a lot of actors suck." So what kind of guys does she go for? "It's so weird how little of a type I have, I think I'm just attracted to confident men who have their own lives and aren't scared of women."

From her time as a single girl in 2014, she does have some advice for men. Firstly, don't approach a girl in a bar and straight out ask for her number ("I don't think I've ever given my phone number out that way"). Secondly, on Tinder, do not use a car selfie as your profile picture ("not attractive"). And yes, she has tried Tinder. "I got drunk in New York with my friends at my apartment, and it was two in the morning, so I made a Tinder account for 20 minutes." Some people recognised her. Did she go on any dates? "No," she says witheringly.

It's not hard to see what Max Joseph found compelling about Ratajkowski's self-assurance. Her opinions. Her moxie. It won over David Fincher, too. She shows me an email that Fincher recently sent her, reading: "I just want you to know who's in your corner." Underneath was his reply to another director's question about whether Ratajkowski would be good for a role: "Em Ra is great. If she WANTS to she could KILL that. If she's not great on tape it's only because she dislikes you. Be good. She doesn't like a lot of dudes."

The question is, of course, what *does* Ratajkowski want? Certainly not many of the scripts going, and she's aware she can't be a model forever. She admires the theatre, she says, but for now will attempt to make film work for her as best she can. Wait for the good parts. Trust her gut. Above all, it seems, try not to get pigeonholed.

This fear of getting herself stuck with a label she didn't want appears to have settled deep. There's a recurring dream she has had five times now. In it, she's in bed and pulls off the sheets to discover that on each upper thigh she has a tattoo of a massive, black, badass revolver. She freaks out: she didn't mean to get them. She tries to scrub them off to no avail. In real life, she's terrified that one day it will come true. "Thank God," she always says to herself when she wakes up from the dream, "I don't have them yet."

We Are Your Friends is out on 28 August.



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PHOTOGRAPH BY MARK READ

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Kelly Hoppen brings colonial-style magic to the redesigned interiors of Mauritius' LUX Belle Mare, a resort that more than lives up to its name



KNOWN for its impressive portfolio of luxury resorts, Mauritius is among the very finest destinations in the Indian Ocean. And when one of the UK's most revered interior designers collaborates with LUX, one of the island's biggest players, it would be rude not to take a closer look.

Welcome to LUX Belle Mare, on Mauritius' east coast. Designed to appeal to the most discerning international guests, it has recently undergone a refurbishment under the guidance of Kelly Hoppen, building on the resort's traditional pan-Asian offering with European and North American styles.

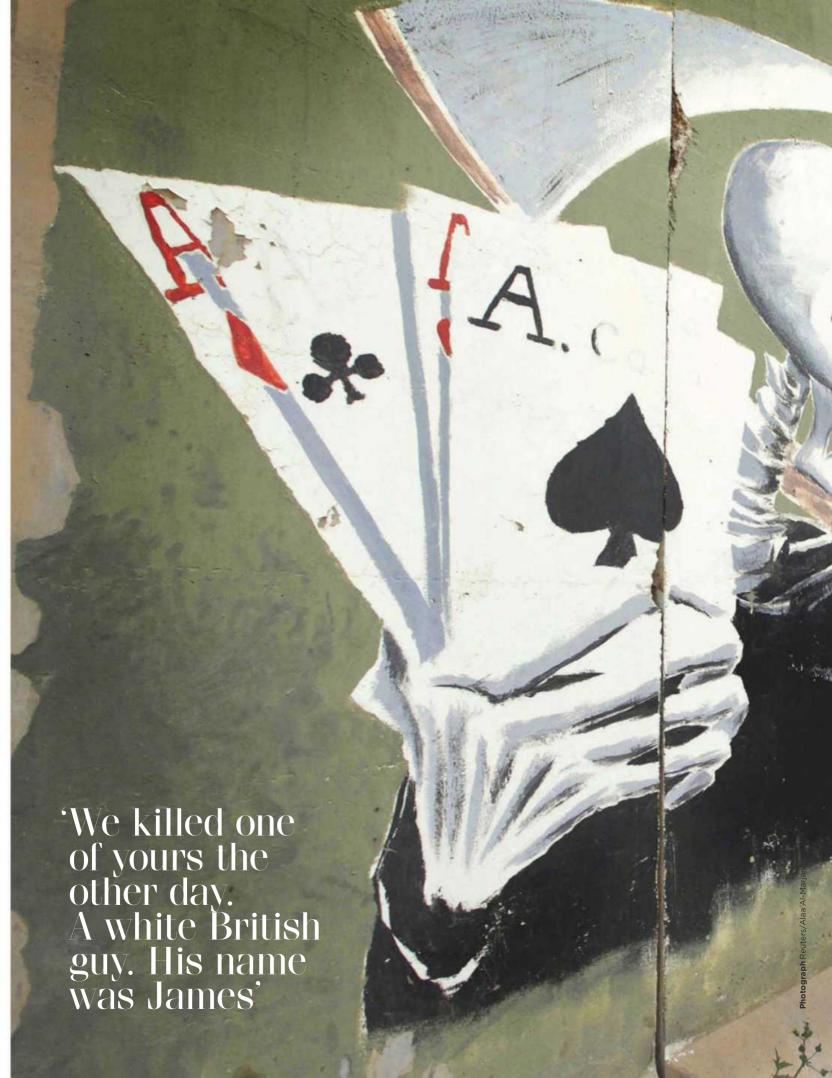
Hoppen's influence hits you immediately, from the British colonial-style triple-height rafters in her trademark taupe, to her signature rope hurricane lanterns that light your way around the resort. Hoppen's palette draws on the local flora and fauna, translating as splashes of raw purple, orange, apple green and pink among the soft furnishings.

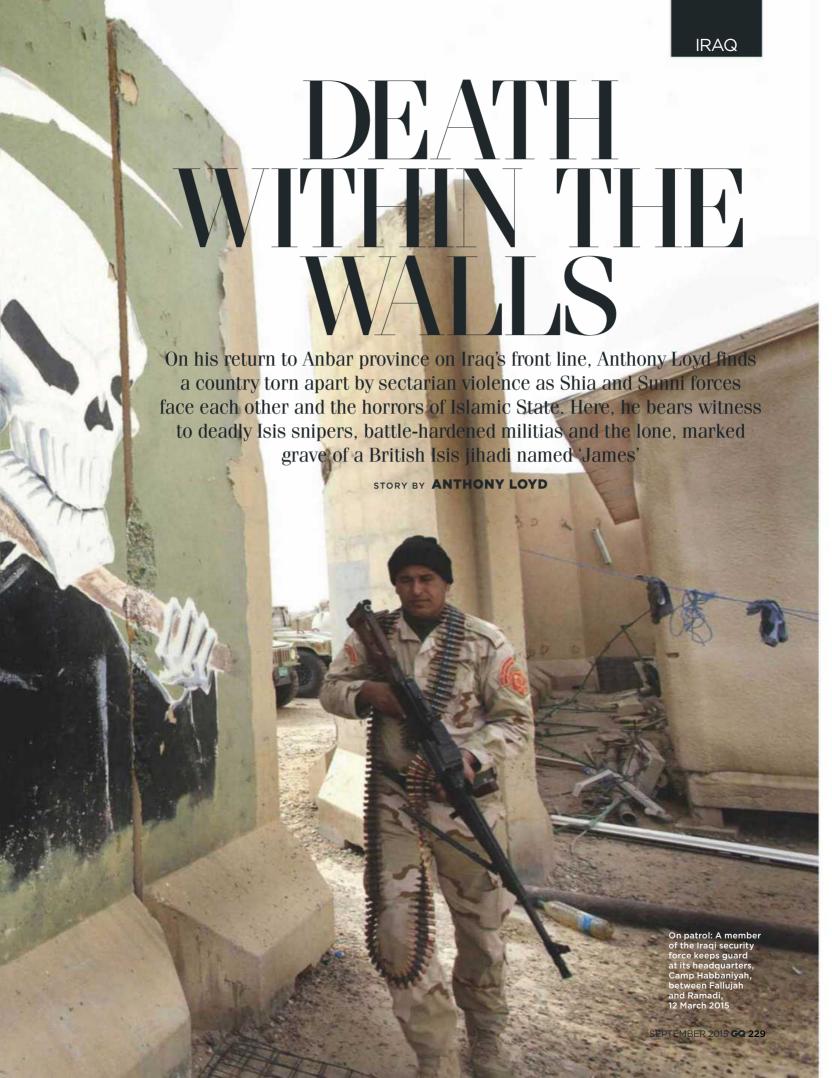
The designer has also outfitted two of the resort's restaurant areas: K-Bar is named after the designer herself, with its kitsch Eighties influences of pink and black. And Beach Rouge, with its Balearic beats, is where her love of Ibiza shines though.

Alternatively, there's Amari by Vineet, a fine-dining room overseen by Michelindiner-style burgers and the island's Flying Dodo Brewing Company craft beer.

When all that gets too much, check into the LUX Me spa, where a traditional massage provides the perfect post-flight pick-up to ease you into a week or two of pure mooching. Granted, it's hard to "nestle" a 174-suite resort into an untouched island paradise without upsetting someone, but LUX Belle Mare manages to work within the natural beauty of this breathtaking haven. Paul Solomons 🚳 Rates for LUX Belle Mare start from £210 per night including taxes. For more information, visit luxresorts.com







first heard the name "James" on the front, east of Fallujah. It was a late morning in March, the sun was high but shrouded behind a one-dimensional layer of cloud. A cold grey light fell on Al Anbar's level landscape, the desolate farms and abandoned crops, sucking the colour out of the greens and accentuating the drabness of the huge earthen berms the Shia fighters had bulldozed up in lieu of trenches.

Anbar looked more miserable than usual, even in spring. It was only ever harsh at the very best of times, and these past 12 years had been hard.

Faith flowed smoothly with war over those shrapnel-tilled fields, pictures of Shia religious leaders adorning the fighters' every vehicle and bunker, while among the volunteers a group of smiling, turbaned clerics mingled, there to give spiritual sustenance to the men.

The front was relatively quiet that day. Since being shot and kidnapped in Syria last year, "relatively quiet" is about as hard-core as I am up for, at least for now. The fluidity of the previous summer's fighting, when Islamic State – aka Isis or the Daesh, an Arabic acronym preferred by its opponents – had rampaged unchecked across northern and western Iraq, had gelled, settling into an attritional phase of bloodshed in which each side raided the other across fixed front lines that were defined by increasingly complex sets of fortifications.

To the north, in Saladin Governorate, a painfully slow Iraqi offensive was under way, grinding away at Islamic State fighters holding Tikrit. As Iraqi government forces there were shoehorned forwards, block by block, by coalition air strikes, it seemed that Islamic State might, at last, be in decline as their earlier battlefield fortunes waned.

In Baghdad, diplomats and senior coalition officers began to talk about the "turn of the tide", and promised that the days of Islamic State's deceptional feint, manoeuvre and battlefield triumph were over. They spoke of 6,000 Islamic State fighters killed by coalition air strikes in the space of just seven months, a body count that supposedly included half the organisation's leadership cadre. Some even told me that if the Iraqi government so wished, the operation to recapture Mosul could begin before the summer. They told me this to my face and I believed them. I think they believed it themselves.

Yet only two months later, Islamic State was to spring forwards again in a blitzkrieg advance, capturing the city of Ramadi, provincial capital been frice headq the been frice headq the been frice headq the been headq the bee

of Anbar, behind a rolling wave of suicide attacks that shattered the Iraqi Army lines, allowing just a few hundred Daesh fighters to rout their more numerous foe

All that lay ahead. Nevertheless, even "relatively quiet" had its drawbacks on that stretch of the line in Anbar that day in March. An Islamic State sniper hidden in the vegetation a couple of hundred yards the other side of the berm took a shot that punched dead centre into the chest of one of Brigadier Saeed Hamid al-Yasser's sentries, snapping him back off the lip of the berm. He was wearing a flak jacket but, even so, the force spun him down into the sand and made him kick and drum his heels like a man hanged on a short rope.

The other fighters gathered around him and scooped him up. By the time he managed

Four divisions of Iraqi troops fled, abandoning their positions without fight to suck some air back into his lungs he had been frogmarched into the brigadier's forward headquarters, just back from the base of the berm.

He was a young guy, the shot man, rangy and colt-like, and his eyes shone with the dazzled wonder of surprise salvation. His comrades

crowded him, keen to hold him close and poke their fingers in the hole in the front of his chest plate, hoping a bit of his luck might rub off on them.

"Thanks be to God he was wearing his flak jacket!" the brigadier mused as he prodded the plate, apparently as surprised by the man's professionalism in choosing

to wear it as by his survival. "I lost four men in one day to a sniper here. None of them were wearing their flak jackets."

He was an instantly likeable figure, Brigadier al-Yasser. He had a refreshing sense of humility but an unstated sense of edge, too, so that it would have been a mistake to underestimate him. There was, however, nothing especially martial in his outward appearance. Short and slightly chubby, in his early forties, he was originally a teacher and community leader from Muthanna Governorate in Iraq's southern Shia heartland. Responding to the fatwa of Grand Ayatollah Ali al-Sistani, the most revered Shia religious scholar in Iraq, the previous summer he had travelled northwards at the head of a unit of 2,600 Shia volunteers, named Ansar al-Marjaeya, to join the fight against Islamic State on the lines east of Fallujah.

Across Iraq, four divisions of regular troops had collapsed and fled, abandoning their positions almost without fight. At Sistani's behest these Shia "Popular Mobilisation Units", the al-Hashd al-Shaabi, filled the breaches they left behind, giving their commanders a key share in the overall future of Iraq.

Not since the Iran-Iraq war had so many thousands of Shia volunteers gathered beneath the pennants of their faith, the green and black flags of Imam Ali. They had converged to







ight in a war they described as a "jihad" for the defence of their faith, against Islamic State and the Sunni extremists who were fighting a jihad for the expansion of theirs.

Islamic State had always been strongly represented in Fallujah, one of its original breeding grounds, so that in the months since it arrived there the brigadier's scratch civilian force had to learn how to fight against some of the most hard-bitten Daesh units in Iraq, and his casualties had been predictably heavy.

A fortnight earlier he had lost 22 men in a single Islamic State assault, most killed by a double suicide attack on his position. Noticing my interest pick up as he described the fight, he showed me footage of the attack originally taken by one of the sector's surveillance cameras, later downloaded onto a phone.

The ruthless precision of what I watched epitomised Islamic State's tactics. First, given cover by heavy machine-gun fire, an armoured Islamic State bulldozer emerged from the tree line, impervious to the Shia fire ranged upon it, and cleared a lane to the Shia berm.

Next, in co-ordinated turn, two captured Humvees packed with explosives sped down the lane; the first detonated to blow a breach in the berm through which the second moved, exploding just in front of the brigadier's headquarters, while in the wake of the latter blast an assault group of Islamic State fighters charged forwards, among them sappers laden with pre-rigged charges.

"I was blown through the air but survived," the brigadier murmured, pointing to the footage of the mushroom cloud enveloping his HQ, the same trace of wonderment in his voice that I had earlier noticed in the shot fighter's eyes.

In the desperate fight that followed the two blasts, all the Islamic State fighters were eventually killed, but only after they had penetrated deep into the Shia lines and caused havoc. The last men died only after they had seized a vehicle, then lost control of it and crashed head on into the brigadier's pursuing pick-up, the pile-up survivors scrambling out of the wreckage and blasting away at each other point-blank in a final meltdown of jihad furore and road rage.

I asked if foreign fighters were often identifiable among the Daesh dead. It was a lazy question, for the front in Anbar province was already a well-known magnet for out-of-area volunteers to Islamic State. Earlier that month eight foreign fighters, including a Russian, a Belgian and an Australian – 18-year-old Muslim convert Jake Bilardi – died in a co-ordinated series of suicide attacks on Iraqi positions in Ramadi, the same day that Brigadier al-Yasser lost his 22 men.

He rattled off a familiar roll call of Saudis, Libyans and Tunisians in reply, adding that his fighters found the occasional African among the dead Daesh, and on one occasion discovered two dead Australians and a



German convert. Then he caught me by surprise.

"We killed one of yours the other day!" he said, clearly amused. "A white British guy. His name was 'James'."

James! Most of the Brits who joined the Daesh were clone replicas of one another, as mutually transposable in their names, age, origin and influence, right down to their plastic-gangsta roots and faux faith lingo, as to warrant little individual interest, no matter how often they were billed as "coming back to a street near you".

The security services in the UK have estimated that more British Muslims have joined Islamic State than are currently serving in the British Army. (In June, a 17-year-old became Britain's youngest suicide bomber, reportedly having joined Islamic State before blowing himself up in the northern town of Baiji.) The route to their ranks was welltrodden. Until Turkey belatedly tightened up its border controls last year, most prospective jihadists entered Syria through southern Turkey, using exactly the same route as the small cadre of reporters who had worked in Syria. Among ourselves we nicknamed the flight from Istanbul to Hatay, in Turkey's south, the "jihad express", due to the volume of foreign fighters we saw aboard.

Most of the Brits reached their destination in Syria unmolested, blowing their cover

Asked to send the brigadier's fighters a gift, each schoolgirl donated a Kalashnikov bullet only when they started tweeting their jihad experiences. Rarely among these British jihadists was there ever a glimpse of an educated mind and evolved ideology, although foreigners joining Islamic State included veteran fighters as well as skilled radical ideologues.

Instead, the British volunteers seemed uniformly similar: disempowered, disillusioned young Muslim men whose rage, frustration or sense of meaninglessness was given a portal by Islamic State on a journey of dark-star self-revelation. The product may have been radical, but the roots were usually utterly banal.

"James" suggested something very different. "James", a name favoured by British royalty, a Christian name with Latin and Hebrew history, carried all sorts of connotations. James, I mused, was possibly a wayward public-school boy who may have taken a very wrong turn on his gap-year travels.

Whatever his true identity, he was certainly worth checking out. So I asked the brigadier to take me to the dead man's battlefield grave.

in Samarra, Iraq, 25 March 2015

He grumbled for a while, as it seemed that it was some way away. But his sense of irony was tickled by the thought of the dead Briton and, after a few minutes' discussion, he agreed to take me to the resting place of James, the dead British Daesh.

The have killed a few from the UK, but this is the first British I remember who was white," the brigadier elaborated as we drove away from his headquarters into the flat, lush vista of ruined farms and abandoned crops, bisected by canals and irrigation ditches.

"We even marked his grave so that your people can collect him."

Earlier he had shown me welfare boxes sent to his unit by a class of seven-year-old school girls in Uruk, a city in Iraq's Shia south.

Asked by their elementary school teacher to bring something from home to send to the brigadier's volunteers, each girl donated a heartfelt gift: a 7.62mm Kalashnikov bullet.

"I had mixed feelings when I opened the boxes that arrived from these little girls," the brigadier murmured, jingling the rounds between his fingers in the open boxes.

"I was delighted that they thought of us in our time of hardship," he continued as, outside, across berms and tangled crops, the sound of heavy machine-gun fire rolled along the line.

"But I was sad that small fingers, better used for pencils, chose to hand us ammunition."

I think he really meant it, too. The al-Hashd al-Shaabi defied easy generalisation. Some of their militias really were little more than expanded Shia death squads – thugs in uniform whose idea of a quick thrill was killing a Sunni or, even better, torturing one to death. Yet

(a) other Shia commanders led disciplined units of relatively skilled fighters, and understood that if Iraq had any future as a cohesive entity, then it lay in reconciliation and sectarian accord between Shia and Sunni communities.

Expanding this theme as we drove to find James' grave, the brigadier pointed out the overgrown fields, left behind by fleeing Sunni farmers, in which lay overripe squash, potato and tomato crops, unmolested by his fighters' forage parties.

"We don't even take their fruit and crops," he assured me, insisting that his men were under strict orders from Sistani not only to preserve Sunni property and prevent the abuse of Sunni civilians, but also to bury slain Daesh fighters with respect.

"We know that if we mistreat the Sunnis they will all run to the hands of the Daesh," he added. "If all of our Sunni brothers lose faith in our government, then we will have war here until the end of time."

Yet other Shia units I encountered had long, dark track records of running death squads against the Sunnis, as well as entrenched relationships with Iran. Although they shared a common enemy with the US in the shape of the Daesh, beyond it their intent and aspirations differed wildly, so that the war had become as much about internal Iraqi politics, regional power games and the greater Shia-Sunni standoff as a fight to remove Islamic State from Iraq.

Each of the three principal Shia militias involved in the battle for Tikrit that month – the Badr Organisation, Asa'ib Ahl al-Haq, and Kata'ib Hezbollah – was vehemently pro-Iranian and anti-American, and to some or other extent all had the blood of Sunni civilians on their hands.

Hadi al-Amiri, the head of the Badr Organisation, was a grizzled, enigmatic man I met on the east bank of the Tigris outside Tikrit. He made no secret of his close friendship with the commander of the Iranian Quds Force, Qasem Soleimani, who was an archenemy of the US and probably the most influential special forces commander in the Middle East.

"He was my guest and provided us with tremendous help, unlike the Americans," Amiri told me. "We can rely on Qasem Soleimani every time."

Despite recent forays into political moderation, Amiri remained shadowed by his reputation during the earlier era of Iraq's sectarian bloodshed. In December 2009, a US diplomatic cable from Baghdad, part of the Wikileaks trove, alluded to a claim that between 2004 and 2006 Amiri had personally ordered attacks on Sunnis.

Meanwhile Asa'ib Ahl al-Haq, which had boasted of conducting 6,000 attacks against US and British forces during the occupation and was responsible for the 2007 kidnap of British IT expert Peter Moore along with his

four bodyguards, held positions along the same stretch of Tikrit front line.

Its commander, Qais al-Khazali, had been arrested in an SAS raid in 2007, but was later released from jail as part of a protracted negotiation for Moore's freedom.

The third member of this leading troika of Shia militias fighting in Tikrit, Kata'ib Hezbollah, had been added to the US State Department list of foreign terrorist organisations in 2009, and even as it fought in Tikrit, it was in the middle of issuing repeated threats to shoot down coalition aircraft that flew over its positions.

Given such sinister allies, Brigadier al-Yasser seemed fatalistic as he discussed the possible cost of shouldering Sistani's orders for restraint and discipline. His own willingness to accept coalition air support also put him at odds with other Shia units.

During a top-level meeting the previous month in Baghdad with the Iraqi prime minister, Haider al-Abadi, attended by various Shia militia commanders, the brigadier said he had repeatedly insisted on the need

'If the Sunnis lose faith in our government, we will have a war here until the end of time'

for Iraq to embrace its friendship with coalition countries.

"We are defending the world from the Daesh, and our religious council has said there should be no barrier in asking for help from friends, including the coalition," he told me.

Such frankness did not go down well with other Shia commanders there.

"At the end of the meeting the prime minister shook my hand as I left and warned me quietly, 'Be careful your friends do not get you killed."

We drove on in silence for a few minutes

until a couple of desert grouse suddenly scurried across the track ahead of us. Slamming on the brakes, the Brigadier grabbed his M16, leapt to the ground and shouldered the rifle.

Already he seemed far too gentle to survive the war, and I was sure he had not the skill required to hit either bird as they scurried away through the crops: blurred, low-profile targets, well-camouflaged and moving fast through cover. I winced inwardly at the inevitable humiliation that was about to follow...

He fired just one round. It was a perfect shot and it nailed a scurrying grouse dead on the spot. Noticing me gawp with surprise, the brigadier turned to me and grinned as one of his fighters ran to collect and pluck the dead bird.

"Don't go thinking I am just a teacher who doesn't know how to shoot."

ames had died in the obliterated tangle of a village named al-Rafush. The journey there with the brigadier had taken the best part of an hour across earthen tracks, and included unnerving expanses of deserted landscape, heavy with vegetation, which my imagination populated with ambush parties and IEDs.

Anbar had always given me the heebiejeebies, ever since I was first embedded with US Marines in Fallujah in 2004. That time, the Marines were in action in a failed attempt to bring the city back under control after four US Blackwater contractors had been killed, burnt, and the bodies of two of them hung from a bridge over the Euphrates.

I was in Anbar again later that same year after US troops finally did manage to crush the resistance in Fallujah, and had returned a few more times across the intervening decade. It was never anything less than mean, with levels of violence that usually far exceeded those of any other province in the country.

The last time I had been in Ramadi, the provincial capital, in 2012, a Sunni sheikh had pointed to the place in his garden at which a suicide bomber tried to detonate himself during a tribal gathering. The sheikh and his entourage had flailed around the flower beds in a desperate wrestle to keep the young man's fingers from clicking the detonator, until finally someone had produced a pistol and shot him in the head. Unsure of how best to defuse the man's suicide vest, they elected to chuck him in a canal and throw grenades at him until he properly exploded.

Then there was the memory of an American padre in Ramadi, who had confided to me in 2005 that he was struggling to hold himself together while giving the last rites to dying soldiers, describing how he had often walked away from stretchers sobbing. He said that a brother priest there had abandoned the cloth because he could no longer contain his desire to kill.

Iraq's largest governorate, Anbar province was ever a bastion of Sunni resistance. Expanding westwards from Fallujah right up to Iraq's borders with Syria, Jordan and Saudi Arabia, along its north-eastern flank ran the river Euphrates, which rolled down the map on a long, winding journey to join the Tigris in the Shatt al-Arab, far to the south.

The Americans almost lost control of Anbar entirely during the savage fighting there of 2004-2005; in all, more than 1,300 US soldiers died in the province during the occupation.

Paradoxically, it had also been the scene of one of the Americans' biggest successes in Iraq. In late 2005 leading Anbari sheikhs, unnerved by the savagery of the extremist ideology imported to the province by foreign fighters, had begun to turn their tribesmen away from attacks against the Americans, to target the radicals instead.

The Americans encouraged this local uprising by the so-called "Anbar Awakening", otherwise known as the "Sons of Iraq", and co-ordinated their own troop surge with the Sunni tribal forces, eventually routing the Islamic State of Iraq – the Daesh's forebears – from Anbar.

However, in the years since US troops left Iraq in 2011, the situation had fallen apart again as the juggernaut of sectarian loathing rolled unchecked through Iraqi Shia and Sunni communities, cleaving them one from another during the tenure of the then prime minister, Nouri al-Maliki, under whose rule sectarianism had flourished.

Already discriminated against by the de-Baathification purges that had accompanied Saddam's downfall and their loss of power in Iraq, the Sunnis were further antagonised by Article 4 of Iraq's contentious anti-terrorism law. Repeatedly abused, Article 4 skewed the definition of criminality, and was cited time and time again to justify the mass arrest of Sunnis, as well as the detention of Maliki's political opponents. Eventually, late in 2012, a series of Sunni protest camps was established in Anbar, which spread further across Iraq in response to the alleged rape of a Sunni woman in jail and the arrest of a prominent Sunni politician's bodyguards.

Demanding an end to human-rights abuses and sectarian prejudice, which they felt made Iraq's Sunni population second-class citizens, the camps became the focus of violence after dozens died when Iraqi security forces clashed with Sunni protesters in the town of Hawija in April 2013, an incident that ignited a surge in sectarian killings across the country.

Meanwhile, across the border in Syria, the revolution had turned to civil war. This further refracted Iraq's Sunni-Shia divide through a prism of divergent sectarian interests, as Iraqi Sunni volunteers crossed the border to serve with the rebels, while Shia militias journeyed to Damascus to fight alongside the regime.

So, by the time Islamic State rolled into the Iraqi city of Mosul in the summer of 2014, most Sunni communities already either loathed or feared the Baghdad government, and regarded Islamic State as the lesser evil of a limited choice. Fallujah had been captured by Islamic State months earlier, in January, and the government held only a few quarters in Ramadi, Anbar's capital, ahead of the city's complete fall to Islamic State this May.

James had died fighting in December, serving with the Daesh in the middle of this Sunni-Shia conflagration, his life ended by an air strike that had blasted apart the house he was defending against an assault by the brigadier's fighters, who had crossed a nearby canal complex in boats at dawn supported by coalition jets.

The ferocity of the fighting had completely destroyed al-Rafush, transforming the village into piles of rubble and shredded beams, and the dry soil beneath our feet rang with shrapnel shards, bullet casings and broken glass. Amid the wreckage lay scattered the remnants of some Isis fighters: leg bones, frizzled beards and bits of skull, too blasted apart to bury. As we stomped around the rubble I noticed the air still reeked of ash and decayed flesh, three months after the battle.

Elsewhere amid the devastation, though, Brigadier al-Yasser and his men had been good to their word, and shallow graves marked the final resting place of dead Islamic State fighters.

Among them, James' grave was unique. Curious at the pale European corpse, the brigadier had personally supervised his burial. A shredded set of chest webbing, a blast-twisted flak jacket and a bent

Amid the wreckage lay scattered leg bones, frizzled beards and bits of skull

Kalashnikov magazine had been used to mark his tomb. So certain was the brigadier of James' nationality that he ordered his men to place a sign beside it, believing that one day British authorities may wish to repatriate his corpse.

"Tomb of the British Daesh James", it read. "He was in his thirties, and had ID on him," the brigadier remembered, as we stared at the chest webbing and ravaged flak vest. He described finding what seemed to be a British driving licence on James' body. Recalling only the corpse's first name, he said that he had obeyed orders by wrapping the ID card in a nylon bag, before placing it on the dead man's chest and shovelling the soil on top of him. Next, he had written a letter to his senior commanders in Najaf mentioning the grave's location, and suggesting that they should contact the British embassy and have James' body repatriated.

In vain, I pestered him to remember James' surname, but it eluded him. Considering the great pyramids of Iraqi dead raised over the previous few months, I was not altogether

surprised that he could not recall a foreigner's second name, especially one written in alien script. One of the Shia fighters there suggested digging up the body to read the driving licence, but we quickly ditched the idea: whoever James was and whatever he had done, he deserved the peace of the earth.

The brigadier collected his thoughts for a moment.

"If the British do come one day to collect James, they should not seek compensation or revenge against us," he said finally, grinning at the war's ironies in that ravaged village. "After all, he was a Western man and killed by Western jets."

Then we walked back to the vehicle, leaving James, his story and his lonely grave behind us.

never did discover James' full identity. He was certainly mentioned in correspondence between Shia commanders in Anbar and their headquarters in distant Najaf. The British embassy in Baghdad said it had never heard of him, but also mentioned that it would not investigate reports of a British citizen's death unless it knew their full identity and had received a direct request from the family to repatriate the body.

The Iraqi Ministry of Foreign Affairs, by contrast, told me that the Ministry of Interior in Baghdad had a list of all dead foreigners, including British citizens, killed fighting for Islamic State in Iraq. However, it refused to share its details.

Elsewhere, in another Baghdad office, a flustered Iraqi official in a suit pulled out a muddled box of files concerning some, but not all, of the dead foreigners in Iraq, and told me that among them was a letter sent from London, written by an "interested party", referring to the grave of a dead British Islamic State fighter in Anbar whose nom de guerre was "Abu Barra", but not "James".

The Shia fighters on the front certainly believed they killed a white British convert named James in al-Rafush. As far as I know his grave marker remains there to this day, although the original, its lettering bleached out by the sun and wind, has since been replaced by one spelled with the phonetic "Jeems".

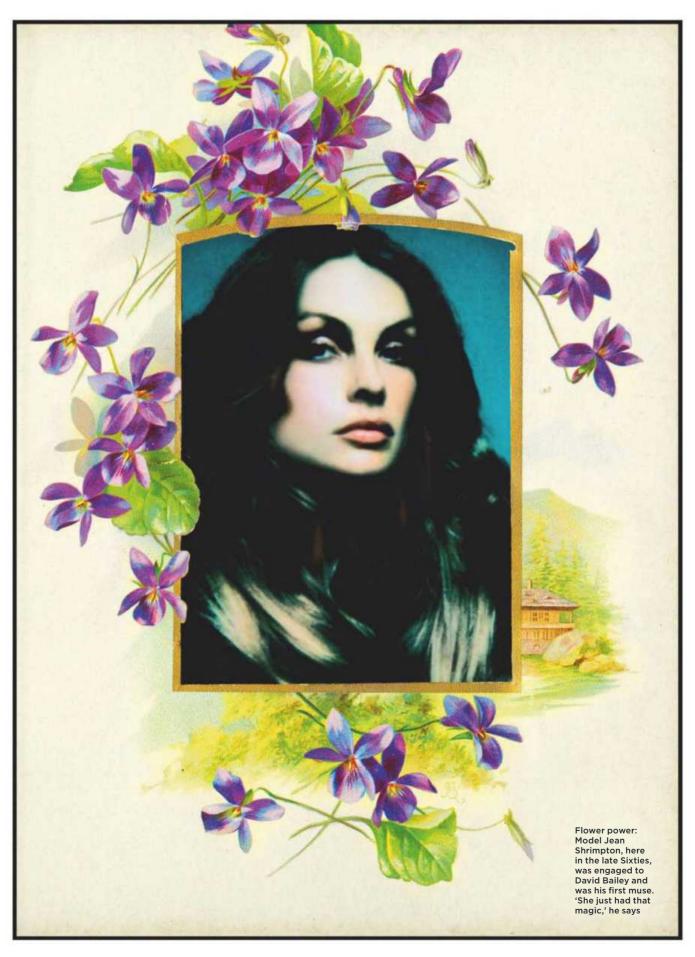
Perhaps, after all, it is best that the mystery of James, the dead British Daesh, is never resolved. Dead men don't tell tales, after all. Some, though, like James, at least tell you fragments of a story you might not have ever heard if they had remained alive.

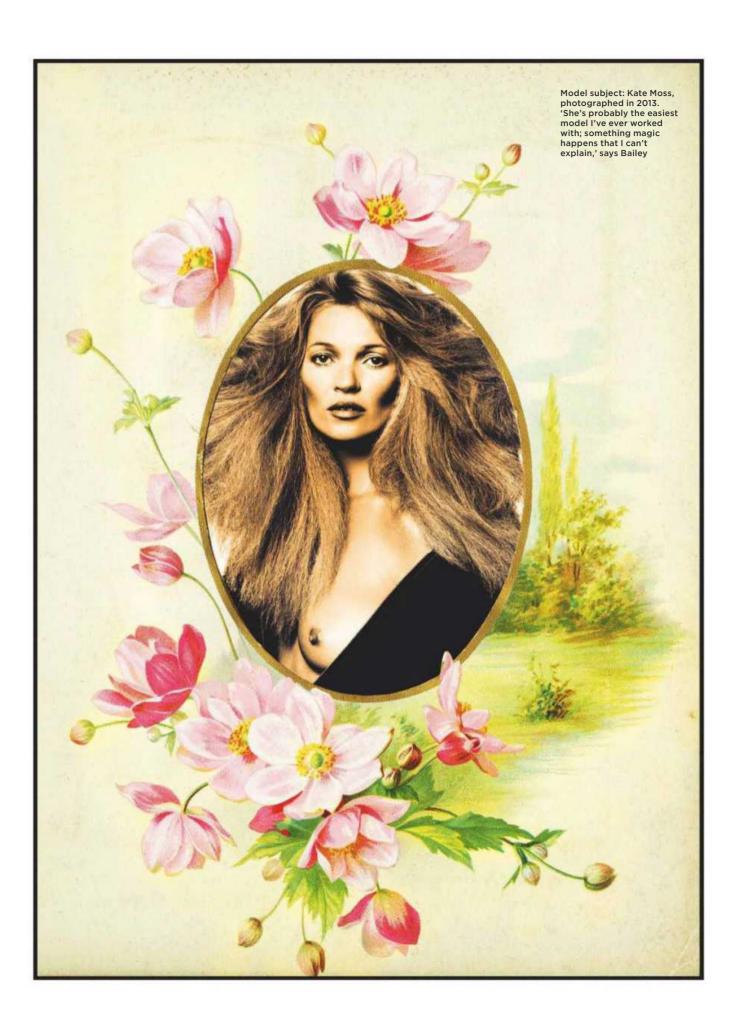


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Seeds Of Beauty, a series from David Bailey's new exhibition, blends portraits of iconic women with the designs of his childhood and shows his talent is still in full bloom – with a little help from his legendary past





avid Bailey is not big on reflection, or unnecessary introspection, come to that. He doesn't hanker for the past, doesn't respect fame (deserved or not) and would never dream of resting on his laurels. Sure, he knows how good he is, and treats his work with respect, but Bailey doesn't do the past. For him the past is another country and these days Britain's most famous photographer doesn't like to travel.

Right now, every day is a new adventure, every photo shoot an opportunity to create a little bit of magic and every project another likely addition to his already weighty legacy.

Recently, however, Bailey has started to reinterpret his past and has begun playing around with some of his iconic imagery. As someone who has taken more unforgettable portraits than probably any other photographer in history, and who has a portfolio of images that mirrors the entertainment industry – in its widest sense – from the early Sixties to the present day, Bailey now feels he can tamper with his own work.

Previously his reinterpretations have tended to come in the form of his paintings (most of which have never been shown publicly), but in the past few years he has started to play with some of his more famous photographs by using them as the foundation for more explorative work. Hence the images he is exhibiting this month at the Scottish National Gallery in Edinburgh. To accompany the latest iteration of "Bailey's Stardust", which first opened at the National Portrait Gallery in London last year, Bailey has created a new mini exhibition entitled "Moonglow", featuring a variety of works in different media, including a series of portraits called "Seeds Of Beauty". These are digital inkjets mixed with silk screens, using some of his iconic portraits of beautiful women juxtaposed with the "florid and brilliantly coloured" designs found on historic seed packets.

These are portraits plain and simple, though, and while his images have been adorned, they haven't been embellished or decorated. Bailey hates a lot of modern fashion photography as he thinks it is little more than "window dressing", and prefers honest, straight-up-and-down portraiture. Pictures that say more about the subject than the person taking the subject's picture. There has usually been a refreshing transparency to Bailey's work.

"Stardust", Bailey's compendium of greatest hits, was a delirious collection of prestige, fashion and expedition. A comprehensive – but by no means exhaustive – celebration of Bailey's ever-widening skill set. It was by turns a catalogue of popular culture in the second half of the 20th century, and a testament to the fact that photography is now just as much of an accoutrement of glamorous living as mid-century modern furniture

or Chinese figurative art (walking around the exhibition on four separate occasions, the most oft-heard remarks I heard were a combination of "Oh, I remember that..." and "Ooh, I'd *love* that..."

"Moonglow" is "Stardust" with a bit of fairy dust. These images are all based on seed packets that Bailey liked as a child, the ones sold in hardware stores. The key in these pictures is the juxtaposition between the two worlds, from the worn-torn world and the photographic world. Like many creatives of his generation – Bailey is 77 – a lot of his inspiration was borne out of the Second World War. The distress, the fear, the abandonment, the thought that life might end unceremoniously, at the drop of a hat, or the drop of a bomb.

"I thought the packets were all so beautiful," he says of the "Seeds Of Beauty" series. "I mean, when you're surrounded by bomb sites, seed packets really look special. I thought, they're kind of seeds of beauty because those little dirty flecks turn into great flowers. So I thought I'd do the seeds of beauty, not just with the most

For Bailey, every project is another likely addition to his already weighty legacy

beautiful women I've known, like Kate Moss and Brigitte Bardot, but with less obvious women like Diana Vreeland and Patti Smith. All women are beautiful if you look carefully. These women will last forever, and even though some may have been forgotten, they are still beautiful."

Bailey has become extremely adept at incorporating his old images into new works, whether they be paintings, prints or new juxtapositions such as these.

"I liked the idea of mixing the seed packets with digital. The images of the girls [are] digitally printed from a high-definition printer but the surrounds are all based on packets in an old Victorian album I found. I found the whole process charming. Also, I like the idea of using my own images, rather than using somebody else's. With the internet, everyone steals everyone else's images, and most people have no idea where they originate from. In the digital world now, everything's merging into one source for everyone to copy. I was talking to a student the other day and she

was doing a shoot for some media university course, and she said all they do in class is turn up with pictures from old magazines, or that they've got off the internet, and just copy them exactly. They don't even try to disguise it. Picasso said the best thing about it. He said, 'You mustn't copy, you must steal.' But these kids are just copying."

For Bailey, though, he can steal as much of his own work as he likes.

"I think it'd be a waste not to. And you know they're good pictures. They're like a good wine, and a lot of the images just get better with age. These women are icons, and as much as I hate the word – it is so, so overused – they've established themselves. And I think people like to see what they've seen before, they like to be reassured by something. There was a reason Jean Shrimpton appeared so many times on the cover of American Vogue. People like familiarity. They want to see what they've seen over and over again."

In Patti Smith's case, Bailey was determined to shoot her as she was, rather than have her dressed her up by a stylist.

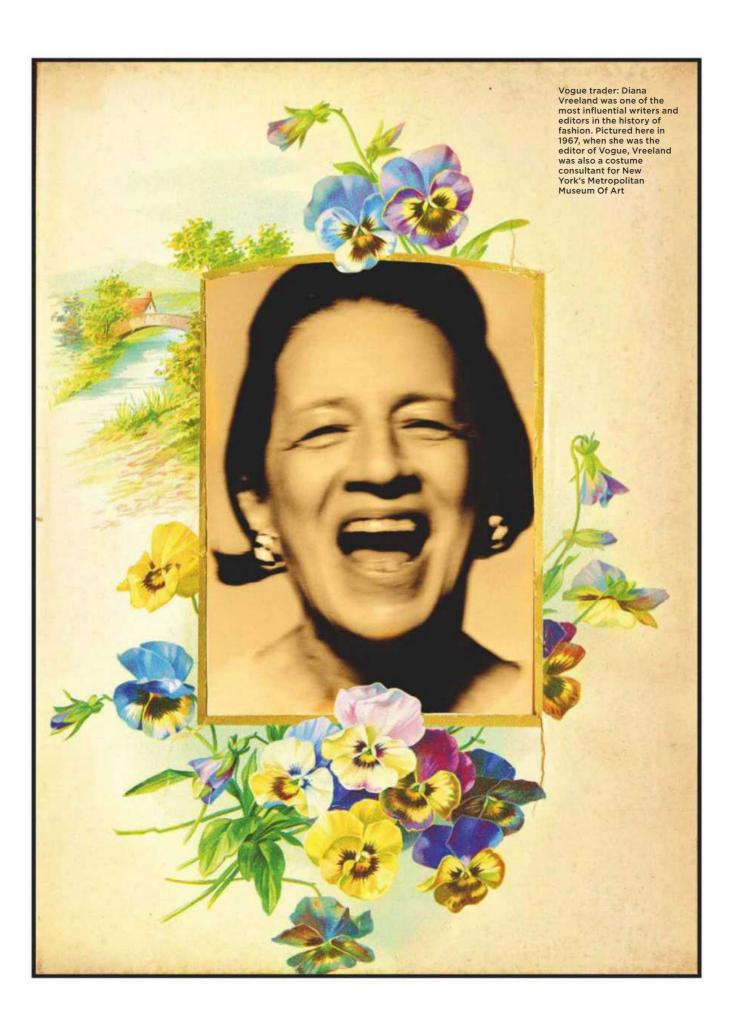
"I got on great with her, but the magazine was furious because they wanted to put her in clothes. And the whole point was, if you want to dress someone up, get a model, don't get Patti Smith and try and make her look like Jean Shrimpton because it defeats the whole objective. I had such a huge row with the fashion editor. They said that she might want to dress up, and I said she isn't known for her fashion sense or for her beauty, though I think she is quite beautiful in a strange, grungy kind of way. I said she is great at what she does and we shouldn't try and window dress her."

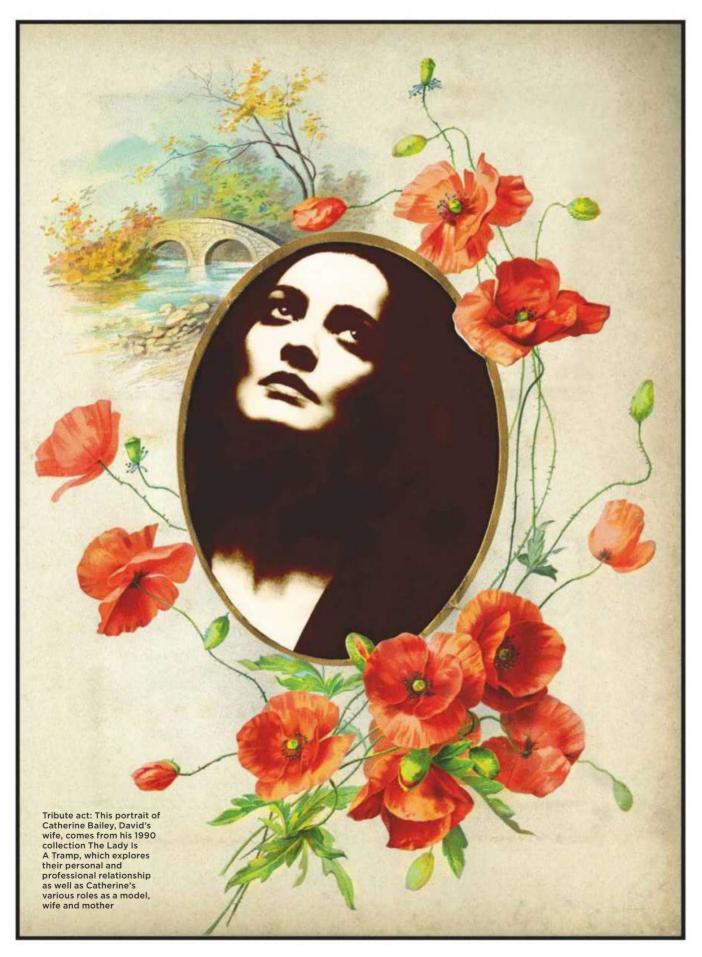
Kate Moss was an obvious choice, even though Bailey actually hasn't photographed her as much as people think he has. In fact, he photographed Cecil Beaton and Sir Mick Jagger more than he has shot Kate.

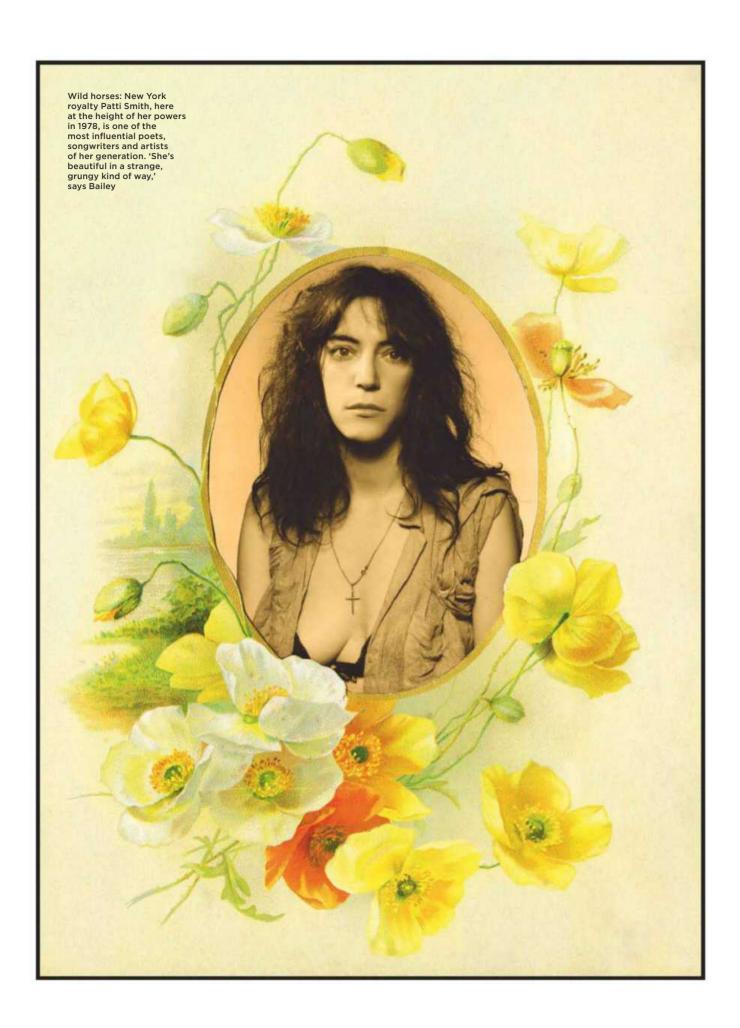
"The reason I love working with her is the fact that she's just so easy to photograph. She's probably the easiest model I've ever worked with; something magic happens that you just can't explain. Jean Shrimpton had that magic too, but in a less friendly way. Kate's just one of those extraordinary people who has an extraordinary appeal. I don't know why, as neither Kate nor Jean are the most beautiful girls in the world."

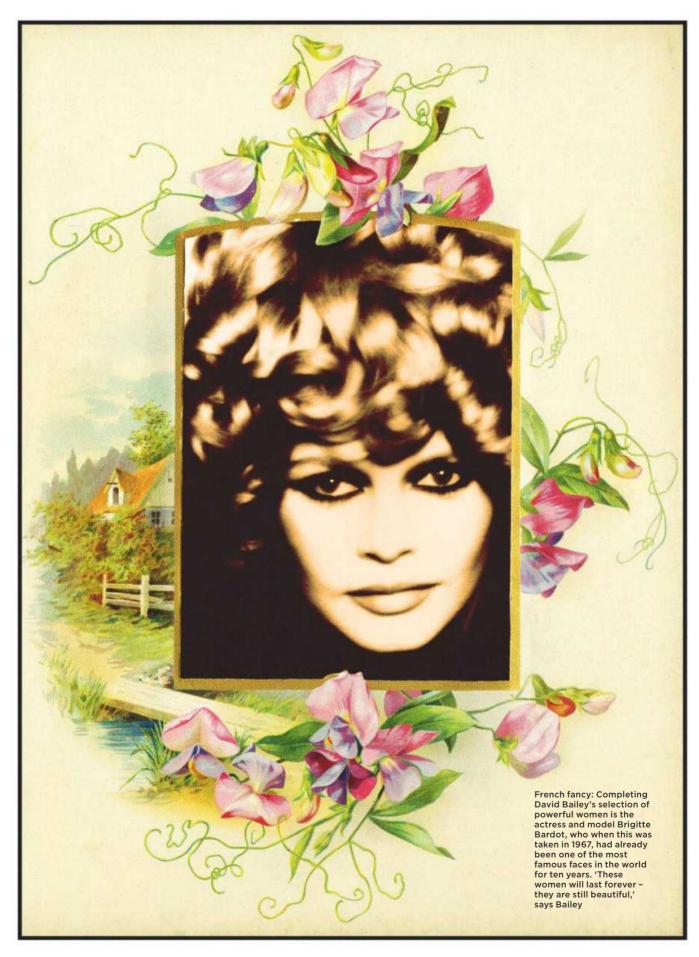
He also chose to use a picture of his wife, Catherine, as well as Shrimpton, his first muse. Bailey says that he could probably do two or three shows at the National Portrait Gallery of Shrimpton alone, "without repeating a single image. There are so many trips we did together that no one has seen. One day maybe, but for the time being I'm happy with the 'Seeds Of Beauty'."

Moonglow is at the Scottish National Gallery, The Mound, Edinburgh EH2 2EL, until 18 October. nationalgalleries.org













THE GQ AUTUMN/WINTER 2015 COLLECTIONS

In a unique collaboration with artists and photographers Hunter & Gatti, GQ presents the new season's highlights – from camel and sheepskin to fur and tweed, plus the unstoppable rise of the rollneck

ART DIRECTION BY PAUL SOLOMONS

STYLING BY JO LEVIN

LOUIS VUITTON

From left: Coat, £3,680. T-shirt, £1,370. Trousers, £563. Bag, £1,970. Coat, £3,680. Shirt, £980. Trousers, £550. Brooch, £1,000. All by **Louis Vultton**, uk.louisvuitton.com









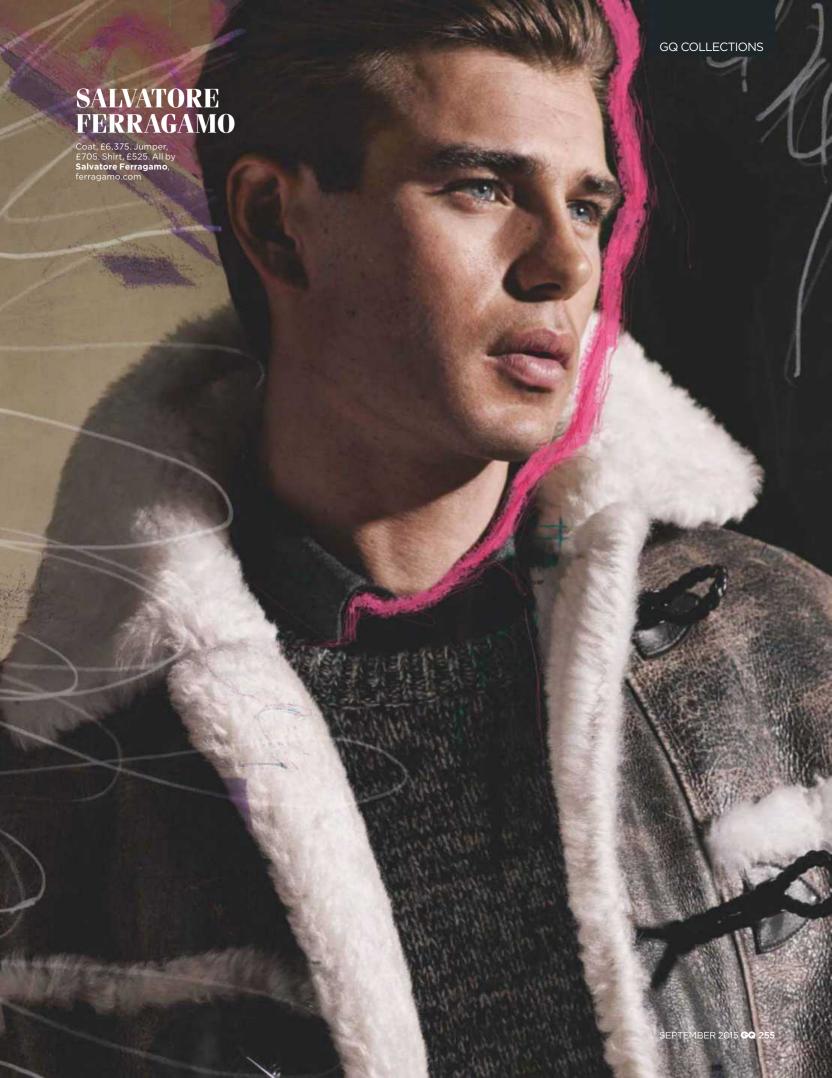


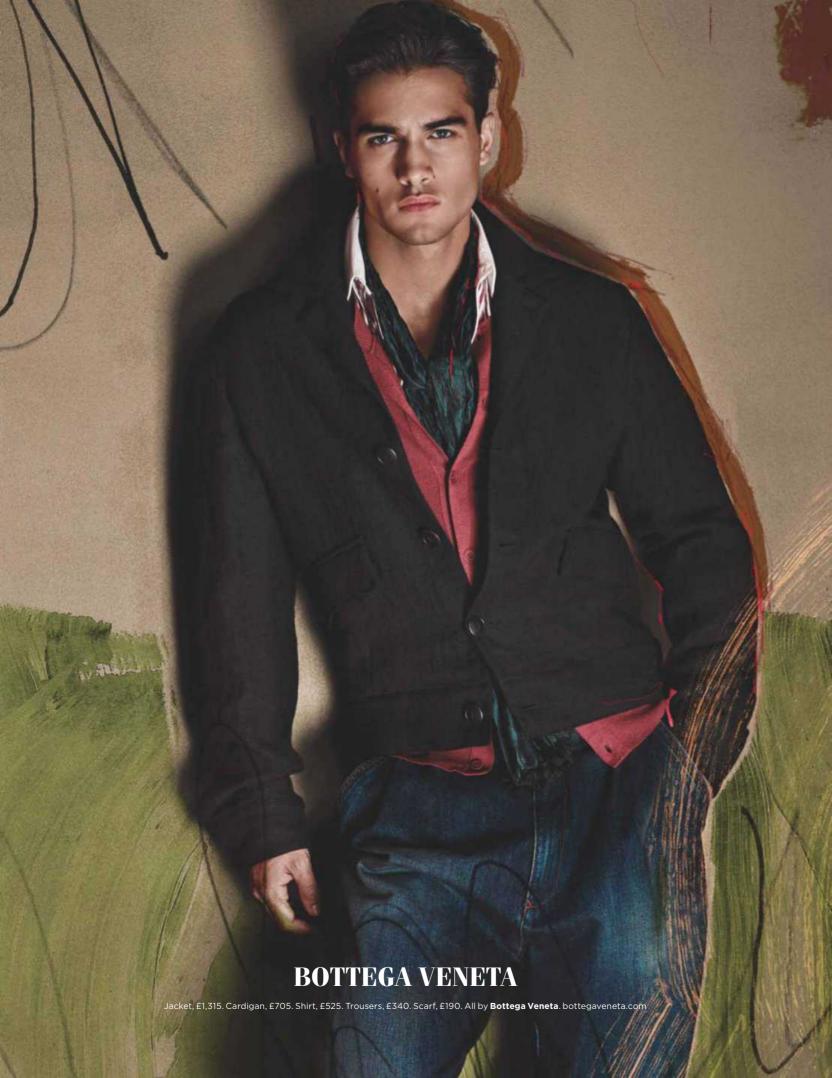




















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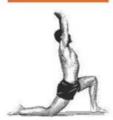












Low lunge stretch (for front of hips, thigh, abdominals and chest)

Lunge position, left foot forward and right knee on floor.

Square hips. Lift chest. Draw in abs and tuck in tailbone

Push hips forward to feel stretch in front of hip and abdominals.

Lift arms overhead. reaching fingertips to ceiling and lengthening up through crown of head, and breathe.

POWER UP



Post-work-out smoothie

THE BLACK **FOREST GATEAU**

By David Dunne. performance nutritionist for Harlequins, QPR and the GB canoeing team. For more, visit lovetaste.co

Ingredients

- •1 scoop chocolate whey protein
- 20 grapes
- 1 tbsp blueberries • ½ banana
- 10 strawberries
- 300ml coconut water
- or milk ● 30g of rolled oats
- ●1scoop vanilla
- whey protein
- 1 tbs coconut oil

Method

Blend together until smooth. Consume after work-out.





LEGS Front squat

> ◀ Sets of 5 reps (at 10-rep max weight)

Technique: Support bar in front of shoulders with arms folded, securing bar with hands. With arms parallel to floor, bend hips and knees, lowering thighs to parallel over 3 seconds. Keep back straight and knees in line with toes. Return to start position and repeat without pausing.

PERSONAL TRAINER: #8

Atlas shrugged

This month's 15-minute work-out is all about super-sizing the shoulders and turning your legs into power pistons. As with all exercise programmes, aim to gradually increase intensity. Stick to sets of five reps of each exercise.

Make a note of the total number of reps you perform for each exercise, once the number of reps increases by 20 per cent, increase the weight by five per cent and begin the process again. Jonathan Goodair For more, visit jonathangoodair.com or homehouse.co.uk



George Groves, round by round



I'm up and out at 4.30am to meet my strength coach for our first workout session. Then I go home (I don't shower, which is a bit gross) and hop back into bed for an hour.

Take a life lesson or two from... super-middleweight boxer **George Groves**

When do you start your day?

What is the breakfast of champions?

Do you exercise at dawn or dusk?

Are your decisions based on instinct or information?

How do you get the best from your team?

What was the biggest setback to your career and how did you overcome it?

What is the best piece of advice you've ever been given?

What is the most important decision you have made in your professional life?

Who do you consider your biggest inspiration?

When do you do your best work?

George Groves is an official athlete of PhD Nutrition.



I get up again at 8.30am and have egg whites and tuna for protein. I also have tomatoes and avocado for the fat content. If I need carbs, I'll throw in some lentils. I always drink a lemon and ginger tea.

I'm pretty impulsive and I definitely go with my gut. To be honest, I have a low attention span so if decisions take too long I lose interest.



Losing the rematch against
Carl Froch. You can make
one mistake and be
knocked out. Getting back
in the gym, winning again
and getting another title
fight helped me come back
stronger. Third time lucky.
George Groves
fights for the WBC
super-middleweight title

on 22 August in Las Vegas.

My fitness coach is an ex-royal marine and is full of motivational quotes. One I really like is "Life is not a dress rehearsal." I've relied on that a lot, so when you get a chance, when an opportunity comes, grab it, go for it... don't mess it up.

Growing up, Nigel
Benn; he always
fought with such
heart, passion and
brute force. I've met
him a couple of times.
My favourite fight
ever is still Benn vs
Gerald McClellan,
which is both tragic
and inspiring.









Centurion Golf Club

enough to the capital to justify the joining fee is hard enough, but to find one that will stand the test of time is virtually impossible. All hail, then, the Centurion Club. Since it opened two years ago, the Simon Gidmandesigned course just outside St Albans has earned rave reviews and has been invited to host a European Tour event. With plans for Galvin Restaurants to run the kitchens, expect legions to join. Golfus magnificus. Hemel Hempstead Road, Hertfordshire, HP3 8LA. centurionclub.co.uk



Microsoft's multi-sensor (ten, if you are interested) band can track your

band can track your running, walking, sleeping etc, but the new version can also record your bike riding – and monitor your golf swing, record your score and measure pin distance, thanks to a partnership with TaylorMade.

£169.99. microsoft.com

metabolism working.
The second session kicks off around flam with a two-hour punching routine, followed by some conditioning work. Then around 6pm I do more cardio or strength work.

We expect 1.

Both, and a third session

in the middle of the day.

The first session is to get

the body going and the

We expect nothing less than perfection from each other. We all set the bar very high and we leave no stone unturned in achieving our goals.



About eight weeks before my first world-title fight, I was told I no longer had a trainer. So I decided to manage myself, picked my trainer and my strength team and ended up being involved in the biggest fight in boxing history.

When I'm under pressure, when my back is to the wall. I don't mind being an underdog.

I thrive on that

The ministry of foreign affairs...

GQ's sensual stowaway Rebecca Newman on how to win a holiday fling; plus, bring colour to her white parts with toys and tricks

I'd like to bring home a toy for my beloved. And I am results driven.

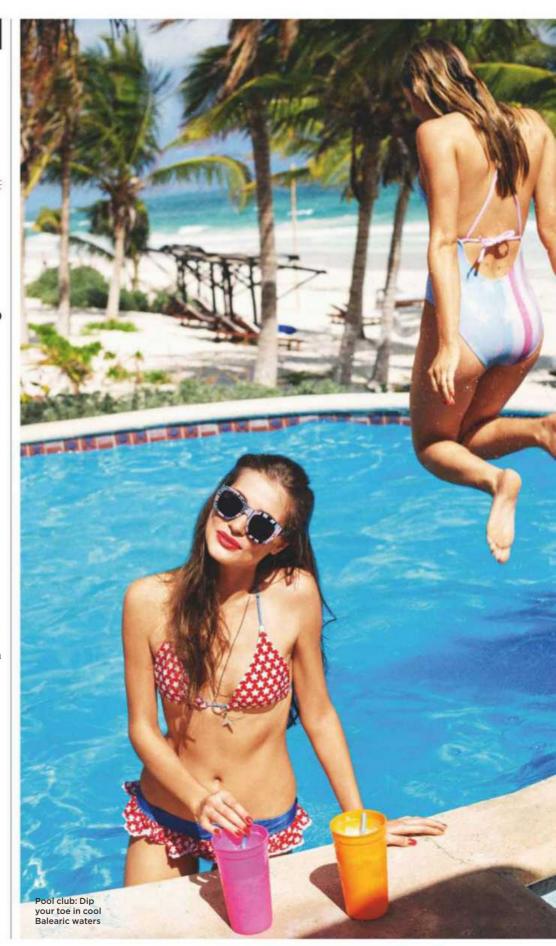
AT, by email

Mmm, I have just the thing. Swedish label Lelo is a byword of excellence – it's the Cartier of the sex toy world. Their Elise 2 (£109. lelo.com) looks like any other top-end cylindrical silicone vibrator, but packs a truly remarkable punch.

The magic? Twin motors.

While it isn't the first toy to have two engines, the clever part is the way they interact. The Elise 2 is about 9in long (including the handle) and 1.5in wide, with one motor in its base and the other in its head. There is an array of modes: eight types of vibration, each of which can be enjoyed at two different intensities. On certain settings the stimulation pulsates back and forward, surging rather than the more usual buzzing. This kind of swelling sensation is unbelievable for both clitoris and G – and the nice thing is that there is a decent enough heft to the shaft of this toy that you can get real pressure behind the Elise. In brief, if she's yet to tip into really fantastic, howling internal orgasm, the kind where waves crash through her and she can't speak for hours, well this is your baby.

Other things to bear in mind: like most Lelo toys this is fully waterproof, rechargeable and comes with a ten-year guarantee. Less prosaically, once you've taken her there with the Elise don't stop. Gently, gently kiss her pussy – with your breath at first, then the warmth of your face, then your mouth – holding the toy against her but now bringing her up with your tongue. Then, roll her over (you'll have scant help from the now delirious her), her hips ideally over a hard cushion, then take her with the entire length of your manhood, letting her explode again and again beneath you.



Archive; Sudhir Pithwa

Quick Lepidoptera question: the butterfly position... worth a flutter?

WJ. bv email

Absolutely. The butterfly is one of those positions that comes so naturally during the kind of all-out night of frolicking that leaves glass on the floor and furniture broken. But it's also worth remembering for afternoons of long and leisurely love-making.

So, she's standing in the flimsiest summer dress in front of you, peeking through her mane of sun-bleached hair. You come close, hard against her, to lift her chin and run your finger round the shape of her mouth. You lift her to the table top, resting her back on the wooden surface and - kissing the arch of her feet - pull her ankles up to your shoulders.

The pleasure of this position is in the angle: her pelvis is pulled up off the table to meet you, giving her wonderfully deep satisfaction and dastardly good G-spot stimulation. Nice taken super slowly. Even nicer with a thumb to her clitoris. If that doesn't give her wings, nothing will.

I am off to Ibiza for the closing parties. Tips on getting lucky?

AW, by email

Obviously, when people go to Ibiza to score not everyone is talking about scoring with the opposite sex. That said, choose your moment wisely and a girl who is cresting the peaks of the music may well not say no.

Once you're in, as 'twere, my advice would be to never forget the simple sensation play that marries so well with the late-night hook-up. The power of ice, the cube held between your teeth and the chill water running to her red lips, over her stiffening nipples; of enough oil for your bodies to slide together, so slick you must dig your thumbs into her ass and hold her hips or her hair; of nails run down from her hairline either side of her spine, out down the soft of her arm and spreading out across her palm and fingers...



The average age for men to enter the PORNOGRAPHIC ACTING **BUSINESS**. The average length of their career is just four years.



Get your bits in the pink of health

Private Gym

Time to renew your member-ship

Even if your orgasms are fine, you can make them more intense. Private Gym is the best thing for your penis we've seen in years, guiding you through the steps to strengthen the muscles that support your member, the PC (pubococcygeus). "Pelvic muscle exercise may optimise intensity of sexual climax, taking your current climaxes to a



new level," say the inventors, a group of New York City urologists who seem to know what they're doing when it comes to dongs. It's a personal trainer for your penis. The eight-week exercise programme, a sort

of CrossFit for your member, consists of four-week basic training followed by another four-week "weightlifting" work-out. Penile weightlifting is not new. Ancient carvings in Polynesia depict kings using stone weights on their wangs and cave drawings in ancient Egypt depict pharaohs sexercising their camel-like meat assets.

Besides heightening orgasms and strengthening boners, the other benefit of exercising the pelvic floor is controlling premature ejaculation. No wonder the company told us women are buying it as a gift. The home-training video, which gives you a choice of male or female trainer, tells you when to squeeze. how long to squeeze and guides you through sexercises for your most important "muscle". But it also promises to "increase the volume, force, and thrust of your ejaculation", which could come in handy if you're becoming a porn star or trying to break the "greatest distance for a jet of semen" world record, set by Horst Schultz, whose ejaculatory distance was six metres. privategym.com



Intensity Good in a clinch

The female equivalent of Private Gym is the Intensity, a medical device originally created for women who suffered from urinary incontinence after childbirth. But soon after, patients started to notice its vaginal tightening effects and discovered the device had an unexpected side effect: intense orgasms!

The device works by targeting the woman's Kegel muscles with an electrical pulse that resonates from the smooth metal panels inside. The company that makes them sent me one and told me it would take a few weeks for it to fully take effect. Sceptical, I carried on, zapping my vajajay for eight weeks and giving myself a good work-out. The device also had a rabbit vibrator attached to it, a genius addition to a "medical device" that encourages users to continue working out

Eight weeks later, it absolutely did make my orgasms more intense and stronger than I ever can remember, which was weird.

Medical science is an amazing thing. It seemed tighter down there, like I had a firmer grip on things. And the best part: I was at someone's house when they said. "I can never get these pickle jars open." To which I replied, "Here, let me get that for you." pourmoi.com

Lovely

A smart toy for your penis

The Lovely is a new sex toy that fits around your penis and tracks your sexual activity. This thing for your thing measures the number of calories burned (the average is 130 calories the equivalent of 14 minutes' jogging), the number of thrusts and the duration of your sexy time. Millions will be shocked to learn they only lasted two minutes! The gadget is still in the prototype state and being hawked on Indiegogo for \$169 (£109) if it's a go. It also offers sex tips for "next time", including suggested sexual positions. What's more, it vibrates and gives vou a better erection. The tracker records detailed information and

spits out a report so you can tell everyone how you did on Facebook and Twitter.

SexFit

The penile pedometer

An earlier version of the Lovely. the SexFit - also still in the prototype stage, from UK sex toy company Bondara – is a standard cock ring that constricts the flow of blood to your member during sex, which maintains your erection for longer while tracking your "performance" with an app. The SexFit will tell you how many calories vou've burned during the act any act and keeps track of thrusts per minute. Both devices have a built-in clitoral stimulator so you don't have to do as much work if you are with a lady, but it isn't clear whether or not either device records whether anybody had an orgasm. The least these hi-tech devices could do is ask the old-fashioned questions: "Was it good for you?" or "Did you come?" Anka Radakovich @ bondara.co.uk

+

Turn that frown upside down

Is there anything happiness can't do? Aim for a longer, healthier, more creative life with GQ's extraordinary guide to gladness

HAPPINESS IS so big right now. Thanks to 21st-century scientific research, we are discovering exactly what happiness is, how it works, and how we can develop it. As the world struggles, there's an increasing global strive for us all to find and create joy; indeed, March this year saw the International Day Of Happiness, a United Nations event that sought to promote

good cheer. "More than ever before, happiness is a socioeconomic goal, a cultural priority and the subject of scientific research," said United Nations advisor Jayme Illien.

Happiness stimulates the immune system and improves blood circulation. If we're happier, we're more creative, more energetic, more altruistic. Here are some starting points...



political implications. We've learnt a lot in the past ten years that happiness is not just an individual but also a social phenomenon. We now know that happiness is contagious. Being with happy people will make you happier. It's an infection. It's told us how much happiness can be triggered by being treated fairly, or how much unhappiness can be triggered by the perception of being treated unfairly. We have learnt quite a bit about happiness and collaboration – it can be shown that people are much happier if they achieve something together rather than each one triumphing over the rest of the world. This runs contrary to how many of our companies are organised." Did writing the book change the way he himself approached life? "It made me learn that it's a very bad idea for your happiness to compare yourself and your life to other people," he says. "And it made me learn how much a bodily sensation happiness is. It's definitely changed me in that I move much, much more." The Science Of Happiness (Scribe, £12.99) is out now.



Watch another disaster movie

Research from Columbus, Ohio, in 2012 found that people felt temporarily happier watching tragic movies. Maybe somewhat perversely, on-screen disaster made them think about their close friends and relatives, which stimulated feelings of warmth and happiness. "Tragic stories often focus on themes of eternal love, and this leads viewers to think about their loved ones and count their blessings," explained Silvia Knobloch-Westerwick, lead author of the study. Order your DVD of San Andreas now.

Dig deep: get a plant
Having a plant to look
after does wonders for us.
Recent studies at the University Of
Exeter showed that employees were
more productive when their offices had

house plants. More telling, though, was an American research project in nursing homes. Not only were residents who nurtured plants happier than those who didn't, but 18 months later, the people with plants were healthier and more active. Also, fewer of the green group had died. So there you have it. Plants make you live longer.



Seeing certain colours releases different chemicals in our brains, changing the way we feel. Red can increase our heart rates, make us feel more energetic and hungrier (those fast-food logos aren't a mistake). Blue can make us feel restful; violet and purple can stimulate creativity; green can refresh and relax us; pink can calm us. Orange denotes warmth and can encourage interaction, but studies have shown that the happiest of all the colours is yellow, which reminds us of sunshine and can make us feel optimistic, hopeful and cheerful.



The science of happiness

Stefan Klein, one of Europe's most influential science writers, wrote the bestselling book *The Science Of Happiness* in 2002. It has recently been republished in the UK, but what's changed in the past 13 years?

"Two years ago, my German publisher asked me to do an updated edition," he says. "And that made me review the whole book. But I was surprised how little I had to change. Nearly everything I originally wrote held.



'If you want others to be happy, practise compassion. If you want to be happy, practise compassion'

Dalai Lama





"Happiness doesn't lie in conspicuous consumption and the relentless amassing of useless crap. Happiness lies in the person sitting beside you and your ability to talk to them. Happiness is clear-headed human interaction and empathy. Happiness is home"

Dennis Lehane



Move. Now

Being idle is not only unproductive, it's counterproductive. You may think

you're happy, Velcroed to the sofa, bingeing on box sets, but your brain wants more. Exercise lifts our spirits and gives us confidence; when our muscles move, serotonin is produced, making us feel good. "Exercise," writes Stefan Klein in The Science Of Happiness, "is a kind of natural Prozac."



Have a lot more sex

"Bustin' makes me feel good," sang Ray Parker Jr. We knew what he meant. Touching

literally does make us feel good, and seeing as sex is king of all the touching, it's no surprise that intimate personal relations are like bodily MOTs. Oxytocin and happy endorphins rush through us when we have sex; fatal diseases aside, it really is very good for us.



Go nuts!

Yes, comfort food can make us temporarily happy. Our brain rewards us when we satisfy quick fixes; chocolate stimulates endorphins and can make us feel euphoric. One study even showed that drawing highcalorie foods, as opposed to something healthier, makes us feel good. But

after consumption comes the slump; the trip followed by the comedown, and often the stomach churning, and sometimes the guilt – let alone the obesity, diabetes and heart disease. The key to true culinary joy is to eat food that actually does good things to our bodies. Most productive: beans, seeds and nuts, which give us natural energy. Walnuts are excellent in this regard they're givers of serotonin, so can put a smile on your face.



Read. Kill the time

Recent research in the Journal Of Consumer

Psychology said that "experiential products" such as books can make us happier, akin as they are to actual life experiences. The study also said the same about musical instruments and video games, so it's not all about Tolstoy. Just get lost in something.



Join that choir

Vibrations travel through us when we sing. Oxytocin and

endorphins are released, making us feel less stressed. And we have to breathe deeply when we sing, so it's connected to meditation. Most satisfying, research has found, is singing with others. Studies in birds, in fact, showed that

MUSIC

The five happiest songs in the world



"I Got You (I Feel Good)' James Brown (1965)



2 "Kiss" Prince And The Revolution (1986)



3 "Three Little Birds" Bob Marley And The Wailers (1977)



4 "(Your Love Keeps Lifting Me) Higher and Higher" Jackie Wilson (1967)



5 "Independent Women Pt. 1' Destiny's Child (2000)

the effect of singing on their brains was similar to the effect of drugs on ours – but only when they sang to each other. Also, choir singers focus their concentration, zoning out of life's troubles and distractions. They're happy people. So get singing.



Go to a Northern Soul night

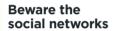
In November 2013, a no-budget YouTube video went viral. Titled "Northern Soul Girl Dances to HAPPY" it did exactly that, as 17-vear-old Levanna Mclean danced through the streets of Bristol's Staple Hill without a care in the world. Pedestrians spontaneously joined her as she made it past Tesco, Pharrell in her ears, followed a minute later by the Northern Soul song of the same name (by Velvet Hammer). Levanna had been uploading videos of herself dancing to Northern Soul songs for a few months, but this one took off. Inspired by Pharrell's original video, which featured people dancing through the streets of LA, she wanted to put a Northern Soul spin on it. A moment of pure expression has, to date, garnered more than 1.6 million views. GQ spoke to her at home in Bristol.

"It's just a massive feel-good thing," she says of the video's success. "Some of the positive comments I get are just amazing. Like, 'You've made my Monday morning.' It's such an overwhelming feeling that people are that happy about something that I've made and that I love doing." As a result, Pharrell invited her and other British Northern Soul dancers to join him and Nile Rodgers on stage for a performance of "Happy" at the Brits last year, and she's now been snapped up by Universal Music to be the face of Northern Soul, beaming





(**) from the cover of the label's recent compilation of the genre, *Move On Up*. What is it about Northern Soul that makes her so happy? "The people, the music, the dancing," she says. "When you go to Northern Soul nights, you can feel like you've known people for ages even though you've only just met them. It's just about the music. It's escapism. It's completely pure."



Ever feel crippled by your digital crutches? It's real. Dopamine is why we've become slaves to social interaction - it's why we're addicted to email, why we get excited when we get likes on Facebook or RTs on Twitter. Dopamine fills us with anticipation and makes us want to constantly seek things out, to get things we want. Digital notifications fulfil this immediately, constantly rewarding us. Dopamine rewards unpredictability, so when we suddenly get emails or Twitter favourites, we feel good. And constantly checking for these little presents can actually cause low-level stress. Push notifications in particular are the devil. If your life permits it, turn them off and break the cycle.

Sniff bread, daily In 2012, researchers at the

University of Southern
Brittany found that the smell of freshly
baked bread (and other "pleasant
ambient smells") triggered people
into spontaneously helping others.
Positive moods triggered by certain
smells actually resulted in more
concern for others. So bread is the
key to altruism. Obviously.



'Some cause happiness wherever they go; others whenever they go'

Oscar Wilde



'The best way to cheer yourself up is to try to cheer somebody else up'

Mark Twain

Eat a serious breakfast

Your mother had a point: eating a good breakfast reduces stress, gives you energy, makes you more alert and less anxious to deal with what work throws at you, making you generally happier. Skip it at your peril.

Meditate

Science has found the happiest man in the world, and his name is Matthieu Ricard. According to a 2007 study, which saw 256 sensors attached to his head for three hours, Ricard's gamma waves were at unprecedented levels: "Off the charts," according to University of Wisconsin neuroscientist Richard Davidson, decreeing the subject's brain to have the largest capacity for happiness ever recorded, Ricard, a Parisian, studied Buddhism in India, became a monk at 30, and now lives in a monastery in Nepal, working as an advisor to the Dalai Lama. He puts it all down to meditation, which he says trains your brain to be happy: "Meditation is not just blissing out under a mango tree; it completely changes your brain and therefore

Downsize

changes what you are."

Hollywood director Tom Shadyac made tens of

millions of dollars with films like Ace Ventura: Pet Detective, The Nutty Professor and Bruce Almighty. One day, he realised that the people working for him in his 15-bedroom LA mansion were happier than him and his even richer friends. Dismayed at the discrepancy between his wealth and the fortunes of those less fortunate, he gave much of his money to worthwhile

causes, opened a homeless shelter in Virginia and moved to a trailer park in Malibu. "After I gave up everything I felt a lot more joy in my life," he said. "A lot more contentment."

The happy movie

As he began to change his life, Shadyac passed an article to his filmmaking friend Roko Belic, about a study that concluded the US was only the 23rd happiest country in the world. In a bid to find out why, Belic travelled the world for a documentary called *Happy* to explore what truly made people light up. He called *GQ* from his home in Malibu.

"The first thing that surprised me was how important happiness is," he says. "I didn't realise that happiness improves your relationships, your ability as a worker or student. Happy people are more creative. Happy people live longer. The next thing was how important our values are. If you prioritise money, power, fame, good looks, extrinsic goals, you are less likely to be happy than if you prioritise friendship, community, wanting to make the world a better place by doing things that are meaningful - intrinsic goals, things that are inherently rewarding just by the act of doing them. When you help somebody, it helps you. Mark Twain said the best way to cheer yourself up is to cheer someone else up. There's a very deep wisdom in that simple statement. Happy people equal a happy world."

The film is only growing in popularity, says Belic, and recalls his favourite response. "A woman wrote to me and said, 'I'm 20 years old and have a terminal illness with no known cure. I saw your movie last night and I truly feel I've found my cure." Alex Godfrey Find out more at thehappymovie.com







How to manage your time wisely

When it comes to work, less is more. So, strike the right balance between your office and armchair to reap the rewards...

TWENTY-FOUR hours in the day. It is the ultimate leveller. And life is all about how we choose to use them.

The most successful people I know are not always the busiest ones. And they're definitely not always the richest ones. The people who, when I look at them, I think have got it right, are the ones who have mastered how they spend their time. They understand that life is much more than a mad rush to the grave. It's a savouring of the present.

Like many people, I have a pretty high-intensity existence. Our team is involved in multiple businesses, from manufacturing tents to designing knives; we run seven TV productions across five networks airing in 180 countries. Where we used to do one series of shows a year, we now film six annually; and along the way I've written 18 books. I also have three young sons and I am proud to be chief scout to 500.000 UK scouts.

It's fair to say: life is full.

But ironically, I have more betterquality time now than a few years ago when we were madly running around chasing our tails. Because back then, I hadn't figured out how to be productive and effective, rather than just busy and stressed. Now I have. Here's how...

Delegate

This can be difficult for high-output people because, at heart, a lot of us are control freaks. Refusing to delegate shows an assumption that others are unable to do stuff as well as we can, but it's amazing how people start to shine when we give them a chance to prove themselves. And just as importantly, it frees you up to concentrate on the stuff that most needs your own attention. Experience has taught me that it always pays to leave your ego at the door.

Be clear on your values, and spend your time accordingly

For me, my family and faith come first. Then my friends, my work and my hobbies. Within the category of work, I have clear priorities pinned to the wall in our offices. They are:

1) Stay alive. 2) Protect my time with the family. 3) Keep it fun! 4) Make empowering TV that inspires people.

5) Money or fees. Whenever we reach a crossroads or a conflict in one of our businesses, we refer to those values. Something might pay a significant amount of money, but if it's not fun and it takes me away from the family for too long we won't do it.

Don't walk on the line

The line I'm talking about is the one that separates family life from work life. I've learnt now to stay on the family side. I aim to give myself a ten per cent margin, which means I plan and prioritise the ones I love ahead of certain work demands. Deadlines will always be there and we rarely ever get to a place in our work where every task is done. It is often up to us to set a limit. I once remember my dad being the only father at the side of the rugby pitch when I was a kid, cheering me on (even when I was only bringing out the oranges at half-time). Those kinds of memories can't be bought.



Intel Peak Life Tracker by Basis

Unlike other activity devices all you need to do is strap on the Basis Peak and go... running. walking, cycling, sitting, sleeping, whatever. No fiddly buttons, no extra straps. It monitors all your readings automatically and records it to your phone. Beautifully simple. £170. mybasis.com

Plan ahead with your partner

As a family, you're always going to have crunch times, especially if you are both working and have children, but carve out some family time either before or after those crunch times and then work hard to protect it. In fact, be even more protective over that than your deadlines. In general, people are more protective of their job because they think it's the most important thing, but your happiness, joy and pride is most likely to come from your family and friends. Don't lose sight of that. Treasure what's most important and protect accordingly.

Keep the BlackBerry out of the bedroom

It's a special place – don't let your emails over the threshold.

Get yourself off unnecessary "cc" lists

"Thanks, but you can take me off this cc list now — it will allow me to be more effective elsewhere." It's difficult to say, just as it can be difficult to tell your boss or colleagues that you're not coming in at a particular time because you've promised to pick up your child from school. But I've found that people respect it when you buck the trend and stand up for what you know is important.

TIME FOR CHANGE

Don't be the person who is so busy that they don't have time for their kids and is always saying no to those they love. Don't be the person who always has their nose buried in their inbox, who is stressed and overworked. That doesn't mean you're successful. It means you're unproductive.

Remember the great leveller: time. Use time to create time. That's the key. It's what the really smart, productive people master. And it's why I love this quote: "The past is history, the future is a mystery, the now is a gift: that's why they call it the present."

Time-saving apps



Sleep Cycle

Sleep Cycle analyses your sleep patterns and wakes you in your lightest phase, so you get up feeling rested rather than groggy. Compatible with iOS. E1.49. sleepcycle.com



Eternity Time Log

Eternity compares your work, sleep and play. By ranking your activities hierarchically, it ensures none of your time is wasted. Compatible with iOS. 63.99. komorian. com/eternity



Brewster

If you have trouble remembering faces or names, Brewster stores your contacts from email, phone and social media apps. Laura Rutkowski Compatible with all operating systems. Free. brewster.com



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1. Simple – Achievable – Luxury by Brathwait with Swiss movement, sapphire glass and water resistant to 100m (10atm) For more information visit www.brathwait.com 2. Scojo New York offers premium ready-to-wear reading eyewear inspired by the confident, contemporary style of New York City. Visit www.scojo.com to shop the full collection of handmade reading glasses. 3. Maison des Bows creates bespoke bow ties and accessories that are each handcrafted using the highest quality of fabrics and authentic craftsmanship. Their current collections cater

to your every occasion, from casual to format, elevating any look with a modern touch of charmand elegance. Email bows@maison desbows.com www.maisondesbows.com 4.0BBI Good Label creates unique, useful, and simple custom-made leather products that stand out from rest. Each Obbi Good Label product is delicately handcrafted by an individual leather artisan in a single seamless process. Visit www.obbigoodlabel.com or email inquiry@obbigoodlabel.com and let them create a distinctive leathercraft product crafted just for you. 5. Sock & Trotter produce high quality British made socks made for a discerning clientele, produced in Britain by traditional methods for over 100 years. Pictured are the soft and durable, easy to wear every day socks in 80% Fine Cotton and 20% Nylon. Two/tone multi-stripe sock, with contrast toe/heel. These socks are a cool statement and great fun to wear, all come with hand linked toe seams, Visit www.sockandtrotter.com or email info@sockandtrotter.com 6. Kempadoo Millar British Headwear - beautifully made flat caps and baker boys made with soul in the heart of Yorkshire, UK. The coolest cap in town - recently seen on Idris Elba. They also offer a bespoke service to customers. Contact sales@kempadoo.com or visit www.kempadoo.com 7. Created to commemorate 50 years of James Bond, this Omega Seamaster has unique features such as a gun-barrel caseback and a '007' embellished dial. A seriously smooth timepiece. Perfect, boxed with papers E3,150. Email enquiries@watchbuyers.co.uk or visit www.watchbuyers.co.uk 8. Garrett Leight California Optical was created in 2010 and is fueled by a group of young. passionate purveyors of eyewear dedicated to creating classic design by combining craftsmanship with timeless aesthetics. GLCO values quality, style, service and California. Shop the full collection at www.garrettleight.com 9. Birline is a new creation of watches. The use of unconventional materials in a novel way, attracts and surprises people. The use of Harris Tweed is not only incredibly high quality but also one of the rarest fabrics. Quality fabrics and colours have always been a big part of the design of the watches and is reflected in this very colourful new collection. For more information visit www.birline.com 10. Otis James Nashville is an artisan design and production studio with a focus on handmade and custom caps. Each cap is finished by Otis with a strong attention to detail, from distinct fabrics to intricate construction. Shop inventory and custom caps at www.OTIS.JAMES.com 11. Stolen Riches, a global men's wear accessory brand with over 100 years of manufacturing experience, has collaborated with award winning designer Gab McNeil to create 3D printed wrist wear inspired by minimalistic geometric design. Each piece is hand crafted and polished in a variety of coloured laces and material combinations. To view their full collection visit www.stolenriches.com 12. The Gentlemen's Watch Co pride themselves on their diverse, yet defined collection of eye-catching timepieces from independent luxury watchmakers and designers. The featured Yachtsman Chrono from Megir boasts a rosegold polished stainless steel case that gracefully frames a handy 24-hour dial and precision stopwatch. Choose from 6 colour options, E39. Shop Megir at www.gwcwatches.com or email info@gwcwatches.com Quote GQAUGUST for an exclusive 10% discount, expires 31/08/2015



1. New for Fall/Winter 2015 at Happy Socks is a range of more tailored socks. Referred to as DRESSED, this line was conceived with business attire in mind and specifically for men. Design-wise, colours and patterns have been discreetly arranged for a more subtle rendering. DRESSED socks are made of exceptional mercerised Peruvian Prima Cotton. DRESSED is available from the brand's London store in Covent Garden or on www.happysocks.com 2. Steel 8 Jelly are an independent British menswear brand specialising in high quality shirts and blazer jackets. For full collection of their spring/summer 15 collection is available online at www.steelandjelly.com New flagship store opening in Grand Central Birmingham on 24/09/15. Social and contemporary styled footwear from Shoreditch based Paolo Vandini. Style Naughton (£85) comes in burnished leather and tweed combo upper in either tan or black, www.vandinishoes.com – use voucher

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code vandiniGQ15 for online discounts. Speak to a human at 020 7739 0398. 4. Tsovet explores innovative ways to engineer, develop and build better premium watches that make a lasting impression. Born and raised in California, they thrive on spending long days and sleepless nights thinking about every last detail in all aspects of their business. Shop the range at www.tsovet.com 5. Vicetti. We expect to be releasing our new product range in the next few weeks. This includes denim and polo shirts, four new t-shirt designs and denim bomber jackets. Long awaited product photography will also be up soon too. See our latest range at www.vicetti.co.uk or call 0843 289 1901. Find us on Facebook and Twitter. 6. Augustus Pili is the rebirth of the classic British mens' shoe in colour. Handmade by master craftsmen in Northampton, it pulls together materials and colours that convention forbids and executes them with shocking finesse. On paper these shoes shouldn't exist, It's a good thing no one is asking permission then. 7. Il Bussetto present their stunning hand painted Cuoio leather wallet. Available in a range of iuxurious and elegant colours, this wallet is fit for any purpose. For more information visit www.iibussetto.it call 0039 02 8945 6322 or email Info@ilbussetto.it 8. Earnshaw watches inspired by the late British watch maker Thomas Earnshaw present this new stylish design from the 2015 Midnight collection. Exquisitely placed roman numerals are laid as markers while the centre of the dial is resplendent with understated guilloche work. An exposed double barrel balance wheel displays its intricate mechanics. The self-winding automatic skeleton offers watch enthusiasts a watch that heraids the prestige of the Royal Observatory and the resounding success of the establishment of longitude. Visit www.mainspringboutique.com for free world wide delivery using code GQSEPTISTE. 9. Opificio V Milano Black Label are Italian handmade vegan shoes. They trust only in artisan specialists that perpetuate a unique tradition and who use premium quality materials which they cut, work, and sew by hand. Each shoe becomes a unique piece, a product of an ancient tradition of craftsmanship and great attention to detail. Discover where the unmistakable good taste of Italian style and ethics become one. Visit www.opificiov.com or email info@opificiov.com. 10. Wolverine is a leader in premium work and casual footwear, and a global lifestyle brand. Hand-made in the U.S.A this. luxury leather boot has been in the making since 1883. Originally a work boot which was of such durable quality it was said to last "1000 miles" it has stood the test of time to become a prized item in any man's wardrobe. Visit www.wolverine.com/uk 11. Exquisite Trimmings. This Donegal Tweed Bomber Jacket is inkeeping with tradition, whilst being up-to-date with the trends of the modern world. The outside of this blouson is crafted from the finest Donegal tweed wool fabric. The lining is a wool cotton blend with Loro Piana Storm System. There is a special membrane that makes this jacket completely waterproof. For more information visit www.ExquisiteTrimmings.com or email info@exquisitetrimmings.com 12. ELEA Shirt from Tropiano AWIS DEBUT COLLECTION presented at the LCM in January 15. This is an entirely Made in Italy product (woven and made). 100% Cotton herringbone melange. super fine Flannel finishing. This is a luxury casualwear piece where Classic meets Modern and Quality meets Design for a man that naturally stands out from the mass without renouncing to a hint of classicism. Website www.tropiano.co.com Email: info@tropiano.co.com



13. The Lancaster Bomber collection of timepieces from AVI-8 watches has been inspired by these great flying machines that were so important in the Second World War. The AV-4024-05 features precise quartz chronograph movement, the case is solid stainless steel with a pumpkin style oversize aviator crown, with a vintage looking hand stricked light carrier coloured leather strap with rivets that beautifully wraps around the wrist. The dial is a contrasting dark blue. Visit www.mainspringboutique.com for free world wide delivery using code GOSEPTISAVI8. 14. Northampton Sneaker Co. make luxury handcrafted Goodyear Welted footwear in Northamptonshire. England using traditional methods and the finest materials. They wanted to try something new to combine the modern street-style and lightweight comfort of athletic footwear with the quality and manufacturing techniques of classic English shoe making. They offer free delivery and returns anywhere in the world and are available online at www.northamptonsneaker.com 15. Origin Clothing & Goods Company was launched in 2015 in Manchester designing original British clothing for both men and women. They take pride in using the finest quality materials and techniques to produce timeless classics that can be worn for any occasion. Visit www.originclothinguk.com or email info@originclothinguk.com 16. Bachelor Shoes provides fashionable men around the world with handcrafted slippers from Spain, impeccable leather loafers and immaculate watches. Keeping close attention to detail are owners Christian Robles and Umberto Cabarrocas. The duo provides a fresh eye on fashion for men, creating a ready-to-wear line that boasts impeccable style and craftsmanship. Visit www.bachelorshoes.com to view the whole collection or call +1 832-284-2567. 17. Hawlck Knitwear. Made in Scotland since 1874, this Single Weight Mens 100% Merino V Neck sweater is made from extrafine worsted-spun lambswool meaning the finished fabric is light, clean & smooth so can be when worn next to the skin, or under a light jacket. Available in various colours. For more information visit www.hawickknitwear.com 18. OPM (original peoples mind) is a new fashion brand based in Germany. With a central focus on high quality, individual cuts and attention to detail. OPM has established tself as one of Germany's leading street couture brands. 19. 883 Police. The Brade 181 13oz selvedge denim by 883 Police is elaborately detailed to ensure the true selvedge quality remains. The contrasting stitch with an embossed shield logo individualises the Brade original slim fit Denim. Visit www.883police.com or email info@883police.com 20. Shackleton clothing is inspired by Antarctic explorer Ernest

THE MAXIM WWW.DUMAURIERWATCHES.COM

Shackleton and part owned by the great man's granddaughter. Their traditionally welfed boots are classic Edwardian style in superb quality leathers. Handcrafted in England in collaboration with Joseph Cheaney & Sons. Only at www.shackletonclothing.com 21. Radikalvip presents the finest handmade bamboo, wooden and skateboard sunglasses. Each pair is eco-friendly and encompasses an eco-luxe style, including 100% UV400 protection and polarised lenses for perfect vision under the sun. Available with gradient and mirrored ienses. Radiklavip bespoke accessories, are the "must have it" It adds that "pop" to any outfil! Its the ultimate accessory! Be Radikal Be VIP! #RadikalvipFriends Wooden skateboard frame and polarised flash lenses 69 €. 22. Coogan London create exclusive leather shoes available nowhere else, with no 'pleather' in sight. From Limited Editions, to every day formal and casual designs. Shoes for every man and for all

walks of life - at arnazingly accessible flat prices, free UK delivery and a 30-day money back guarantee. For more information visit www.cooganlondon.com 23. Contemporary street wear brand Marbek have now released a new collection which juxtaposes what we normally associate with summer. The London based brand have a collection titled 'ARCTIC SUMMER' and here is one of the piers de resistance. For more information visit www.marbek.co 24. Fit & Craft is a small batch clothing company crafting one of a kind, timeless pieces that cross seasonal boundaries and fast trends. The fit is the most important aspect, leaving every piece to be crafted with great care in detail and hand finishing. For more information visit www.fitandcraft.com or email info@fitandcraft.com or email info@fitandcraft.com 25. The Maxim by Du Maurier Watches. Swiss-made, sapphire glass, 316 surgical grade steel. Available on black, brown or blue Italian caif leather straps. The Maxim £445. See the full collection at www.dumaurierwatches.com or call 0845 5193074

PETER JACKET MADE IN 100% JAPANESE COTTONS WITH CONTRAST CHAMBRAY TRIMS. NED ANKLE LENGTH SLIM FIT PANT IN NAVY FLORAL MADE IN 100% JAPANESE COTTONS AVAILABLE IN SPRING/SUMMER 16 THROUGH MAHNA MAHNA SHOWROOM IN NYC



SLOW JO 26 £190 SLOW WATCHES WWW.SLOW-WATCHES.COM JO@SLOW-WATCHES.COM

26. Kingsman Leatherware is founded on the principle of quality and produces premium timeless pieces that will last for generations. Featured is the Double Gusset Brief, constructed from the highest quality vegetable tanned leather. Visit www.Kingsmanl.eatherware.com for the full collection. 27. Cor Sine Labe Doll present their iconic 5 year anniversary collection for AWIS/16. Their exquisite ceramic bow ties are seasonally reinvented with new shapes. colours and materials, reconfirming the soul of the brand. For something a little different, shop their full collection online at www.corsinelabedoi.com 28. C.W. Dixey & Son of London has been creating elegant eyewear for a discerning, sophisticated clientele since 1777. Choose C.W. Dixey & Son frames and you join an elite group of iconic clients including Sir Winston Churchill, Napoleon and Emperor Qianlong of China. It's quite a story. Be part of their next chapter. Visit www.cwdixeyandson.com or call them on 01932 867467. 29. Betty+Cash is an Australian silver jewellery label established by designer and maker Jessica McMullen, who has been creating and exhibiting contemporary unisex jewellery since 1998. She strives to create unique, individual, and thought provoking jewellery pieces that challenge traditional jewellery design and function. All Betty+Cash jewellery is designed, individually created and handmade by Jessica McMullern in her Sydney studio. Contact Jessica for custom made items and/or possible alterations to existing designs, including gold alternatives. Visit www.bettyandcash.com 30. Daydream Supply Co's stylish range of clothing features designs all hand drawn and printed in the UK. Check out their full range at www.daydreamsupply.com — worldwide shipping available. 31. Greyhours is a new brand creating ambitious watches by taking advantage of exclusive materials commonly used for the manufacture of high-end timepieces. The 910mm thick Essential Black DLC is their first model. Limited stock available, www.greyhours.com 32, 100% Merino wool navy pinstripe scarf. Designed by We Are Rushworth. Knitted in the Scottish Borders. Retail Price £60.00. Visit www.wearerushworth.com or call 0780 773 1433. 33. Established in 1899. Hilditch & Key are one of the few remaining. original Jermyn Street shirtmakers, using only finest quality fabrics and exquisite manufacturing techniques. For the full collection, go to www.hilditchandkey.com call 020 7930 5336 or visit their experienced and dedicated professionals at 73 Jermyn Street, London SWIY. 34. Utilising the finest technical fabrics, Fox Wilson makes some of the finest urban cycle clothing in collaboration with UK bicycle specialists, Orro. Lovingly hand manufactured in the UK offering modern classics that are equally suited for cycling around a busy capital, as they are relaxing in your favorite Coffee shop. For more information visit www.orrobikes.com/FoxWilson 35. Max 'N Chester was created in July 2012 by owner and founder, Peter Trainor in NYC. MNC is known to produce quality garments that can be worn with ease, comfort and sophistication. Call Kaori Cipriano 212- 226-6728 email kaori@rnahnany.com or visit www.maxnchester.com 36. Duke & Dexter create slip on shoes with a difference, combing a traditionally British shoe with their own contemporary designs, inspired by colour trends, patterns and imagery from around the world. Shop their full collection online at www.dukeanddexter.com 37. Slow Watches. The legendary Swiss Made 24 hour one hand watch from slow is now featuring bi-colour nylon straps to create a fresh summer look. It for sure reminds you to stop chasing the minutes and live for the moment. More on www.slow-watches.com



BENNETT BACKPACK CITY BAG £45 GUSTI LEATHER WWW.GUSTI-LEATHER.CO.UK

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38. Herring Shoes create beautiful footwear to exclusive designs. Jason and Jasper are two of Herring's freshest styles, if you had to ask them what is unique about Herring, then these exclusive designs would sum it up. Visit www.herringshoes.co.uk to view the whole range or call 01548 854886. 39. Selvage London make bespoke perfectly fitting jeans for men that are made in England and sourced in Italy. The current range consists of five different cuts, which are each designed to perfectly complement specific shoe styles, have yours made now at www.selvagelondon.co.uk 40. Bussola crafts traditional shoes with a modern twist. They blend traditional techniques with new technology and materials to ensure no compromise approach results in comfortable and lightweight ready to wear boots and shoes. Shop the collection online at www.bussolastyle.com
41. Stylishly cheeky, properly British – Dick Winters are a decadent underwear brand for gentlemen, offering the ultimate in comfort and design. Expertly crafted in Britain, from the finest British "breathable" material, their stylish boxers will certainly keep one cool and dry below deck. View their entire range at www.dickwinters.co.uk 42. Aerobatix, is a high-end young French brand. It adapts aeronautical symbols to offer a stylish and contemporary look. Particular attention has been made to select the finest leather skins, to choose the best quality fabrics and to bring special attention to every detail. Their passion for the aeronautical world and form Sperry, who brought us the world's first boat shoe. Made from CAMO patent leather, with Wave-Siping underfoot delivering the ultimate wet/dry traction and a non marking rubber sole turns exploring the waters edge in to a stylish adventure. #ODYSSEYSAWAIT available at sperrytopsider.co.uk 44. Conceptualized in Toronto, handcrafted in Europe, "The Domenico" by, Luigi Sardo perfectly complements a gentleman's everyday look with the elements in mind. Leather upper and leather lined, built on a light-weight Vibram outsole for

latrotteuse fr 47. Locson is a luxury British menswear brand founded on the principle of quality. Originally starting with a range of luxury exford cotton shirts they now have a collection

including bilker inspired British made jackets. Order online at www.iocson.com or call 020 3239 3825. 48. Smart Turnout. British Watch Navy – A minimal modern classic, combining a

traditional case silhouette with a simple modern dial design. Pictured here with a Yale University strap, combine it with a strap of your choosing, to give it a personal touch. Available at

\$25.00 MAPLE WOODEN WALLET WWW.TVHEADCO.COM

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www.thewatchhut.co.uk and www.smartturnout.com 49. Gusti Leather "Bennett" Backpack City Bag (£45). Gorgeous vintage inspired bag made from ethically sourced Moroccan buffalo hide. Show off your fashion credentials ready for the start of the new term! Many more products available at: www.gusti-leather.co.uk Contact: info@gusti-leather.co.uk 50. TV-Head's minimalist wallet is an every day necessity. Crafted from Reclaimed Maple comes with 2 elastic bands for holding all your belongings in place, their wallet is perfect for sandwiching your cash, credit cards and ID. www.tvheadco.com

Male Maintenance...

Feeling Fresh!

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 Fine Fettle. This is not just another beard balm but a Beard Conditioner inspired by nature to truly hydrate, nourish, soften and protect your facial hair and skin in three glorious scents. For more information visit www.finefettlegrooming.com or call 07/69 9/4770.

2. The Claudia Louch Natural Skin Clinic. Models, presenters and actors rely on the skin specialist Claudia Louch to help their complexions look screen-ready. Her secret is entirely natural and she specialises in Acne. Rosacea, Eczerna, Seborrhoeic Dermatitis, Psoriasis, Natural Anti-ageing, Skin Allergies and more. Her medicinal botanical skincare products may be 100 per cent natural, her ethos may be holistic and her procedures non-invasive, but, let's be clear, there's nothing wisty-wasty about her approach. It is scientific, rooted in testing and analysis, reflected in her 3,000-plus client list. Therapeutic and Cosmetic Phytomedical faciois and body treatments are also performed on site by a team of Dermatherapists, acidressing different skin conditions and the common-or-garden signs of ageing. Some of her superb skincare range is also available online. For Phority Bookings, call Q20 7467 1539 or email appointments@claudialouch.com and quote 'GC'. The Natural Skin Clinic, 10 Harlay Street, London W16

3. White Glo. Want to whiten your teeth without any hassle? Simply switch your ordinary toothpaste with White Glo! White Glo toothpastes use special micro polishing particles which work to lighten discolourations and yellowing on tooth ename! to whiten teeth. White Glo Professional Choice is an Australian Dental Association approved product for its safety and efficacy. Look out for White Glo Professional Choice in a fresh vertical packaging wdesign with brand new bonus X-Action toothbrush! Available from Boots. ASDA Amazon. Superdrug, and pharmacies. RRP E3.99. Visit www.whiteglo.com.or.call. 00.44.20.8274.1238.

4. Based in Houston, Texas, USA, each batch of Crossbones & Beards oil, balm, and wax is, hand-crafted and personally stamped for approval by the owner of the company, whom many believe to be the swashbuckling reincarnate of Blackbeard himself. Despite the demanding time constraints of modern day swashbuckling, the owner of this small company takes pride in waxing and stamping each small-batch product that goes out the door. For more information visit www.crossbonesandbeards.com or call DOT (832) 707-6412.

5. Beard Oil by Leven Rose. Leave your beard to the best

- made with only 100% pure Jojoba Oil + Argan Oil, their Fragrance
Free Beard Oil is #1 on Amazon.com for their natural true manifess. Shop now at LevenRose.com/Beard-Care

6. The Belfast Beard Company has grown from a love of beards and the desire to make them the best they can be. With over twelve years' barbering experience we know our natural products will perfectly compliment any style of beard. We Believe in the power of the beard, keep it mightyl Visit us at www.belfastbeardcompany.com or email info@belfastbeardcompany.com

7. Modern yet classic, Mojo Hair* is the new men's grooming range with a unique sophisticated fragrance that will help define your style. Presented in a heavy-weight premium glass jars, and featuring a cool retro-feel design. Mojo Hair* delivers pro-salon styling and hold. Visit www.mojo-style.com

8. Gatsby Moving Rubber is Japan's No.1 Men's Hair Wax which was launched in 2006 and is now finally in the UK! in 2014, this cool package Hair Wax sold 1.8 units per second worldwidel For all trend setters, GATSBY promises that any desired hairstyle can be made easy and stylish without stickness. Now available at Amazon UK. For more information visit www.gatsbyglobal.com/ck/

9. Since 1854, Taylor of Old Bond Street have produced and sold the finest in Luxury Men's Grooming Products and accessories, creating a brand which is synonymous with British style and quality. Visit their store at 74 Jermyn Street, St James's. London, SWIY 6NP, call 020 7930 5544 or visit them at www.tayloroldbondst.co.uk and www.selfiidges.com

10. The XI Ocean Blue – Inspired, elegant and impeccably made. This has all the distinctive design marks of a Bolin Webb razor. Fitted with Gillette's Fusion Profilide blade and sent to you in an exclusive gift box. Compatible with the innovative magnetic stand in black. Available for 665 from www.bolinwebb.com and from leading UK retailers.

11. The Beard Shed. Simply the best store anywhere on the web for beard care and accessories. For the worlds finest beard oils, balms, washes and more. For more information visit www.thebeardshed.co.uk Making good beards awesome.

12. Hairmax Ultima 12 LaserComb. Stop worrying about your hair loss and start treating it. The HairMax LaserComb* is Doctor Recommended. Safe and effective for both men and women. Visit www.HairMax.com or call 001 0808 134 9868. Also available at Harnods.

13. Vitablotics Wellman Skin Technology is from the UKs number I men's supplement brand and has been developed to help men stay looking their very best. The advanced skin formula is a major development in male nutrition, with a unique combination of 30 nutrients including biotin which contributes to normal skin health. RRP E17.30 for 60 tablets, available from Boots and online at www.welliman.co.uk



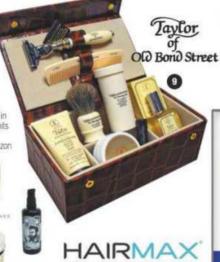


















PLUS Biomarine Collagen,

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14. Bobo's Beard Company. The hottest and newest beard products o hit the streets this year Bobo's beard oil is made from the finest Morrocan Argan oil, it's certainly one for your want list. Bobo's is best of British and with Eddie Hall, Britain's Strongest Man on board we can see why. For more information visit www.bobosbeard.company.co.uk or email Hello@bobosbeardcompany.co.uk

15. Your Go-To Skin Experts! The Skin Specialist at The Laser Treatment Clinic in Harley Street London, have been providing advice and treatment for men's skin concerns since the clinic opened in 2000. Hi-tech Cutting Edge treatments combined with advanced Marine Skincare Products for the best results! A full range of non-surgical skin

solutions are available to help achieve healthy, clear more youthful looking skin. Their most popular treatments for men include Laser Hair Removal, Acne Treatment, Acne Scar Treatment, Tattoo Removal, Stretch Marks Treatment, Scar Treatment, Pigmentation Treatment, Thread Veins and Black Skin Care. To find out more visit www.thelasertreatmentclinic.com or call them on 020 7307 8712.

16. Natural, paraben-free, organic and vegan. Their twist on masculinity sets the standard for what it means to be a man. Buckskin & Mane caters to your Anything but Ordinary lifestyle. For more information visit www.buckskinmane.com or email info@buckskinmane.com

Wonder Wall... Hang it Up!







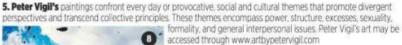
1. "Split Pop 11 - Raiph Lauren Edition (SPII-RLE)*, 2015 by Artist Robert Perez. The second installment of Split Pop explores simple beauty and painting as luxury item. SP11-20 will exclusively use Ralph Lauren Paints for their luxuriousness and distinct color characteristics. Also as homage to Lauren's defining cultural constellation of exquisiteness. Split Pop is a series of 100 paintings in 10 installments. Visit www.artistrobertperez.com or Email info@artistrobertperez.com



2. Edward Waite has in recent years risen to one of the UK's most successful cityscape painters. His unique 3D drizzle style on various sized canvases is instantly recognisable. Prices start at £445. For more information on your nearest stockist or to order his latest 80 page colour book contact admin@bucksfineart.co.uk To see more work visit www.bucksfineart.co.uk or call 01908 658830 (Commissions undertaken in all sizes).

3. Pop Art artist Tanja Playner is popular worldwide and has overtaken with 170,000 fans Conchita Wurst on Twitter. Her artworks have been exhibited in museums from California to Tokyo. This autographed on 77 pieces limited edition "Marilyn" is available in the PAKS Gallery at 300 pounds with certificate of authenticity www.paks-gallery.com

4. JW Walls. This evocative scene aptly entitled "The Seige and Relief of Gibraltar" forms one of many historically influenced wallpaper prints in their "Tate Collection". Each print is custom made to fit your exact wall measurements and available only at JW WALLS. For more information, visit www.jwwalls.com or call one of their customer representatives on 0800 433 4663





desire to explore colour. Represented by the Anam Cara Gallery in Connecticut, and her work can be seen at www.chrisbrandell.com Email to info@chrisbrandell.com or phone 001 703-472-1577. 7. Ed Fairburn has enjoyed extensive media coverage for his

6. Chris Brandell is an abstract artist who seeks to interpret the complexity of the human dynamic while revealing her fundamental

- map-based portraits, quickly earning him a global following. Matching the patterns of maps with the human figure, his drawings sell to clients across the world as original works and limited prints. Full portfolio: www.edfairburn.com Contact: 07913 374396
- 8. Adriana Poterash lives in Chicago. The daily images of objects. people, events are fused into surreal world of uncommon alliances in her work. Conceptual yet strongly figurative, it combines traditional training with experimental techniques. Visit www.adrianapoterash.com or call 011-414-220-0781.





In With The New ... Perfect Your Pad!



- 1. Camerich's Lazytime plus corner sofa combines modern design with exceptional comfort and can be ordered in a wide range of fabrics or leathers; with many modules available for immediate delivery. The sofa pictured is priced at £2.556. Call 020 7372 9887 or visit camerich could for more details.
- 2. Stap It the slappable light that will make you smile! A bottom shaped light that illuminates in 10 vibrant colours. On sale this autumn at www.slapit.me or email info@slapit.me for enquiries.
- 3. Baker Street Boys new London's furniture designers have created this unique marriage of raw steel and natural oak with their "The Line' collection of tables and stools. Each hand-crafted piece is a work of art, perfect for contemporary or classic interiors. Visit www.bakerstreetboys.com or call 020 7486 0521.
- 4. MoDecor. Huge E225 discount on the reproduction of the 1956 Charles Eames Lounge Chair and Ottoman. Usually priced at E775, readers can grab a deal just for £550. Visit www.modecor.co.uk for full range / colours. To claim your offer, visit www.modecor.co.uk email wsales@modecor.co.uk or call 020 3239 3902 and use code GQ7 before 01/09/2015, (or while stock lasts). Next day delivery for UK mainland. Visit www.modecor.co.uk
- 5. Millbrook Beds. It's your best kept secret in the bedroom. Traditionally handmade in the UK for almost 70 years, Millbrook Beds are made to order using only the finest, locally-sourced, natural materials to offer the ultimate in sleep luxury. For more information visit www.millbrook-beds.co.uk Email: enquiry@millbrookbeds.co.uk or call 0845 373 1111.
- 6. Wishbone Publishing Ltd are proud to launch the published works of nationally established British artist Harry Bunce. Hope' from Mr Bunce's long anticipated new collection is a hand-shot limited edition print of 45. With work described as 'Beatrix Potter meets Tarantino' the ever exciting, constantly provocative Bunce continues to build a cult and popular following of his limited editions and originals. Contact Wishbone Publishing for more information, 01245 350523 Info@wishboneart.co.uk
- 7. Kaffeeform is turning used coffee grounds into reusable espresso cups. The unique cups are available for £29 per set from www.kaffeeform.com or visit facebook.com/kaffeeform.
- 8. B Bag comes in a cool range of 10 Colours. British made to the highest quality standards, B Bag represents nothing less than a revolution in beanbag design, delivered in the shape of a chair anatomically designed to support your tired muscles in extreme comfort. B Bag's tough polyester construction offers a breathable, colourfast, no fade and water-repellent spec that'll take a beating and keep on delivering extreme outdoors comfort whatever you or the weather throws at it. The unique silverplus hygiene technology incorporated into B Bag's fabric means that no matter how hard you go at it, how hot and sweaty you get. B Bag stays fresh and ready to give you the extreme lounging comfort you deserve. For more information visit www.extremelounging.com or call 01535 692373.



1. Simon Wright offers a complete bespoke service, personally making your lewellery in platinum and gold using the finest diamonds and gernstones. An appointment involves viewing diamonds, a short tour of the workshop, and a sit down design session all in his Clerkenwell studio workshop. By appointment only, Call 020 7490 0665 or visit sw-iewellery.com

> 2. Latham & Neve - known for their stunning contemporary hand-made British jewellery since 1997. Featured is the unique Ripple Bangle in beaten silver and 18ct gold, E205 Ballroom bangles, everyday earlings, ravishing rings and much much more... Buy online/stockists/brochure. visit www.lathamandneve.co.uk or call 01580 753399

3. PHILIPPE AUDIBERT PARIS. Since 1989, PHILIPPE AUDIBERT has created jewellery for women. All the skill and style acquired over years of experience in the design of handmade jewellery at his Parisian workshop is now being dedicated to men's fashion. Each Silver plated metal piece has its own temperament, the lines are both pure and powerful, direct and seductive, strong but not ostentatious. Available at selected stores worldwide or via www.ohilippeaudibert.com/eshop or

email info@philippeaudibert.com Picture: Panama Bracelet from 110€. 4. British Born Tees offer an outstanding range of fun t-shirts across multiple categories, including stag and hen do's, ensuring there is something for everyone Their high quality shirts come in nine colours, with free postage and a 100% money back guarantee. GQ readers get a 10% discount using code 'GQ10' (expires 6th August 2015), or like them on acebook for a further 10%. Shop online at www.britishborntees.com

5. Genevieve Lau. Jennifer Lau, a Wall Street trader-turned-stylist, has designed a line of effortlessly chic jewellery that women can wear from day into evening. The collection, Genevieve Lau, is named after Lau's great grandmother and combines elegance and edginess with exquisite stones and unique designs. Lau suggests layering her pieces to reflect your individual flair. For enquiries: jennifer@genevievelau.com or

 Show her how much she means with the stylish and personalised Anchor Bracelet by Merci Maman. (From E39). This lovely and affordable gift will be engraved by hand with the names, dates or message of your choice in their Landon workshop. The team at Merci Marnan will hand-craft your sterling silver bracelet within only a couple of days and they will gift wrap your bracelet in their signature box. For more information, visit www.mercimamanboutique.com or call 020 7731 1377

2. Continuously awarded Most Excellent Inn in the Americas by Condé Nast Johansens, The Baker House 1650 has a distinctive European feel. Ivy-covered walls and formal English gardens create a unique setting while state-of-the-art amenities, three swimming pools, the blissfully inviting Baker Spa and the Baker Carriage House, offering even more luxurious accommodations, make it a purely indulgent retreat. Visit www.bakerhousel650.com or

call +1 631 374 4081

8. Hire A Handbag allows you to rent authentic designer handbags at a fraction of the cost. Complete your outfit this season with some guilt free glamour. Ideal for weddings, the races, parties, and other special occasions. For more information visit www.hireahandbag.com or email info@hireahandbag.com

9. MITTY & Co is an all-new British Handmade Jewellery Brand. All of MITTY & Co's Bracelets individually handcrafted in Birmingham, UK and each piece of lewellery is one of a limited edition. This gives a great feel of exclusivity with your purchase. Instagram @mittyandco Visit www.mittyandco.co.uk or email contact@mittyandco.co.uk

10. Carnivore Club is the world's first curated charcuterie of the month club. They're become famous for discovering the best British charcuterie artisans and delivering 4-6 of their meats to their member's doors in outrageously nice packaging. The discerning recipient will be impressed with great quality charcuterie shipped directly from local artisans. Subscriptions start at £29/month. Visit www.carnivoreclub.co Use promo code GQ for 15% off your first box! Expires 31st December 2015.

11. AURUM. Award-winning jewellery designer Guðbjörg Kristin Ingvarsdótir is the name behind this unique Iceiandic jewellery brand. Her designs have attracted worldwide attention. Displayed here is the Raven necklace from the new Raven collection in red gold plated. Prices from E37. Visit www.aurum.is or e-mail karl@aurum.is

12. The Really Nasty Horse Racing Game (ages 12+) is a hugely popular family game of bluffing, double-crossing and fun! Also from the 'Really Nasty' range, players can feel exactly what it's like to squander away billions and earn a big fat bonus in The Really Nasty Bankers Game. This is the latest game to launch and brings out the competitive side to all players! £30

13. Located in Mayfair. Bocconcino Restaurant & Pizzeria specialises in Italian cuisine. The menu remains true to its Tuscan roots, ranging from wood-fired pizzas to traditional homemade pasta, every bite has that authentic stamp of home. For more information call on 020 7499 4510, or visit www.bocconcinorestaurant.co.uk

Techno Treats...





HIRE A HANDBAG



1. Holdfast Gear. Viritage aesthetics meets modern-day function in the Roamographer. This luxury weekender packs your essentials and then some. The removable Camera Insert cradies your camera gear, and the Carrier Straps securely holds a tripod. The Shoulder Strap, lined in sheering, secures a smaller camera on the outside of the bag ready to slide up the shoulder strap when the moment presents itself. The Roamographer is impeccably hand-crafted from legendary Great American Bison leather. For more information visit www.Holdfastgear.com

2. Live smarter by knowing more about the place you care about most. With Elgato Eve, see your home at a glance, right on your iPhone and iPad. The Eve family of HomeKit accessories gathers data on air quality, temperature, humidity, air pressure, energy consumption and more. Gain insights that help you improve your comfort, and make your home a smarter place. Use the free Eve app to view all data collected by Eve and control all accessories featuring HomeKit technology. For more information visit www.elgato.com/homekit or GQ@elgato.com

3. Travel in style with the Tru Virtu "Cash & Cards" aluminium wallet — a triumph in form and design. The new Silk collection features a satin finish and protects against illegal RFID-scanning of personal data; which is stored on credit cards. This clever aluminium wallet also has separate compartments to store your cash and cards - stylish, compact, light and secure. Choose from a range of colours at www.stonegift.com or call 01732 771 771. Enter promo code TVGQ10 to receive 10% off all Tru Virtu products (Expires 30th September 2015).

- 4. Sturdy design and quality sound make the TDK Life on Record TREKth Flex speaker your best companion in any situation. This MaxxBassth sound-enhanced speaker with rugged, weatherized design withstands the harshest conditions (IP65 certified protection against water and dust; and shock-resistant with an IK07 rating). It delivers 360 degrees of sound and up to 8 hours of audio on a single charge, wherever you are. Visit tidkperformance.com for more information. Go to amazon.co.uk or HMV stores to purchase it!SX
- 5. With it's high-impact protection yet compact design, the mophle juice pack delivers more then 100% (air), 120% (plus) or 150% (uitra) extra battery with the filp of a switch. Made for iPhone 6, this is the ideal case to keep you charged through the day and well into the night. Never need to take off the case, because it enables pass-through charge and sync while connected to a computer. Made for the iPhone 6 Plus, this is mophie's thinnest juice pack yet, but don't let the design fool you it will deliver you up to 14.5 hours talk time and 75 hours web browsing additional. Available in black, white and gold and Apple certified starting at £ 89.95. Shop at Selfridges or visit uk mophies.com
- 6. Protection. Made Colourful. Tech2Ts Evo Mesh Sport for iPhone 6 and 6 Plus is precisely colour matched to Apole Watch Sport bands. Featuring FlexShock*, it's ultra-thin and super-lightweight, offering advanced impact protection. It's also rigorously tested to both Apple's and Tech2Ts demanding standards, ensuring perfect compatibility with your iPhone. Available in Apple Stores nationwide, at Apple.com and at www.Tech21.com RRP E29.95.
- 7. VESELcase is a Slovenian company that creates luxury iPhone cases. Minimalistic but exquisitely crafted with high hand-finished quality, their edge cases are made using a combination of wood and aluminium. Vesel cases are extremely slim. light, without signal loss, and wood provides a more comfortable grip and feel. Choose between a variety of wood finishes, aluminium colours and models, including their new Swarovski crystal designs. Cases are available for iPhone 6, 6plus and 5/5s. Visit www.veselcase.com or email info@veselcase.com
- 8. We use our smartphones to play music, yet their tiny speakers lack the power to set any sort of atmosphere. The Slovenian design team **Tok Tok** set out to overcome this fault. They created an amplifier that enhances the volume of smartphones using the laws of physics and wood. Find our more and pre-order at Trobla.com
- 9. KitSound Clash Evolution headphones allow you to Bluetooth high-quality audio from your device and have powerful 40 mm drivers delivering outstanding sound. Available from www.kitsound.co.uk and other online retailers.

Fair Play... Game On!







1. AIRWHEEL SELF BALANCING PORTABLE TRANSPORTATION. Summer

is here, and so is the future of transportation. So, get out in the sun and cruise around in style. Don't let the wheel's compact design fool you. It takes around 10 minutes to understand and master the controls of the unit, simply lean forward accelerate and lean back to slow down or stop, lean left or right to turn. Once you get to your destination simply fold the pedals up and carry the unit like you would a briefcase, units are available for just £299. For further information visit www.theairwheel.com email

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ever since. Body Glide focuses on skin protection in order to ensure an athletes comfort whilst taking part in their chosen sport. The balm products have gained popularity as they are reliable, clean, non greasy, dependable in all weather conditions and great for all forms of sport. For more information visit www.bodyglide.co.uk or call 01225 442915.

3. Jetvalve Seat Post Mount Lightweight and compact, this well thought-out mount fixes to your seat post and

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3. Jetvalve Seat Post Mount Lightweight and compact, this well thought-out mount fixes to your seat post and carries a CO² inflator, plus two spare cylinders meaning re-inflating your tyre after a puncture takes seconds, no matter what the road throws at you. For more information visit www.jetvalve.co.uk or email info@jetvalve.co.uk

4. This flexible, lightweight, waterproof Harkila Mountain Hunt GTX 10° Flex boot is the perfect partner for hill walking, dog walking or even just watching sports matches when ground conditions aren't the best.

With great grip and a shock absorbing, flexible sole this shadow tanned full grained leather GORE-TEX 10° boot offers all the support and comfort needed for active outdoor pursuits or a wet, muddy weekend. Harkila boots

deliver a top quality performance time after time and are made to last, Available in sizes 5-17 (5-13 in half sizes), RRP £199.99, For more information visit www.harkila.com or call Ewen Steel 07192 934389 / Simon Esnouf 07887 997788.



6. X-BIONIC" THE TRICK" Along an insulation zone on the spine, an overheating of the body is simulated, and the brain kicks in with early sweat production. Even before the body overheats, it's cooled by sweat effectively and more quickly. The strain on physical systems is relieved. RESULT: You have more energy for performance. For more information visit www.X-Bionic.com or call 01250 873863.

7. The Vintage Electric E-Tracker is roundly retro with a thoroughly modern electric drivetrain. Utilizing a 250-watt mode for tooling around town and a 3,000-watt mode that'll let you fly down country roads. It quickly charges in two hours with a range of 30 miles. To purchase or learn more visit www.vintageelectricbikes.com

8. [QUDOS] ACTION by Knog. The world's first hi-powered action video light. Whether you're surfing after sunset, riding at midnight, or diving to new depths – [qudos] to you. Designed to work with GoPro's and other action cameras, plus DSLRs. Price. £89.99. For more information, visit knog.com.au or call +61.3.9428.6352.

9. Dassi's design, research and development techniques utilise leading edge technologies that optimise every detail of the bike to deliver maximum performance. All uniquely tailored around you, the rider, to the highest degree of personalisation possible. Because, to Dassi, true performance is always personal. For more information visit www.dassi.com or call 08435 230253.

10. Pelago Bicycles makes reliable, well-designed products for the needs of transportation and active cycling. Shown is the company's Hanko bicycle – a modern classic, perfect for short to long distance daily cycling. For more information www.pelagobicycles.com

11. Brigadier. As tough as it looks. Matte army-green frame (built from ultra-resilient 4130 Chromoly steel), anodized metallic red hubs. 4 handlebar options. E399.00 + Free Shipping. Use code STATEGQ for 10% off! Visit www.statebicycle.co.uk / +1480-201-7870.

12. Award-winning bicycle framebuilders Paulus Quiros are based at The Pilot House, Swansea Marina. Each bike is designed and meticulously handcrafted to complement the rider. This high performance bike displaying Shutt Velo Rapide team colours is precision engineered using Reynolds exclusive and fightweight 953 stainless steel, www.paulusquiros.co.uk or info@paulusquiros.co.uk

13. Master of Muscle BEAST TAPE – Kinesiology Tape helps stabilise and enable you to train through injury. It's designed to work with your body, flex with your muscles, aid blood circulation and promote healing. Available in Blue, Black and Pink. Check it out on www.Amazon.co.uk











Shaken Or Stirred... Grab a Glass!

1. Gin doesn't come any more interesting than this. Burleighs Gin is infused with II of the world's finest botanicals including silver birch, dandelion, burdock, elderberry and iris. Perfectly distilled by world renowned Master Distiller, Jamie Baxter, Burleighs results in an exquisite Gin and Tonic, the perfect summertime quencher! Available from Amathus stores and through Amathusdrinks.com and Ocado.com For more information visit www.burleighsgin.com.

2. The King Of Soho. Encapsulating the rich creativity and unique lifestyle of the effervescent London district the King of Soho delecately combines citrusy grapefruit with classic jumper to create a perfectly balanced London Dry Gin. The King of Soho is ideal in cocktails where the spirit is King or served neat over ice. The King of Soho is available from top bars and a wide range of popular outlets nationwide. Visit www.kingofsohodrinks.com or call +44 (0)1932-252/00.

3. Copperhead Gin. During the summer of 2013, the passionate pharmacist, Yvan Vindevogel was triggered by an article telling the fascinating story of Gin. Intrigued by the medicinal history of this potion and the strong connection with his profession, he was inspired. During a period of months, multiple batches were made in the search for the perfect balance of ingredients. Finally only five ingredients were selected. Juniper berries, Cardamom, Angelica, Corlander seeds and Orange zest. Visit www.copperhead be for more information.

4. Viñalba Malbec-Syrah from Argentina is produced by the Bodegas Fabre winery in Patagonia. This multiple award-winning wine is rich and elegant with bags of red fruits and a toasty finish. It is perfect with grilled meats, barbecues or on its own. Available from ASDA at £8.98. More info at www.inalba.com

5. Discover your wild side with Elephant Gin. This handcrafted London Dry Gin is made with rare African botanicals, and designed for anyone with a thirst for adventure. The company also donates 15% of proceeds to fighting illegal elephant poaching. Changing the world never tasted so good. Buy your bottle at Selfridges or visit www.Elephant-Gin.com

6. St. Nicholas Abbey 15-Barbados Rum authentic unblended straight from the barrel. "Quality and Tradition" aged in white oak, distilled and handcrafted from the sugar cane fields of this historic plantation to produce a smooth rum with a robust character. Visit www.stnicholasabbey.com

7. For the perfect Manhattan or Negroni, you need the best vermouth and Mancino Vermouth is just that! Botanically-rich Mancino Vermouths are artisanally-produced and a must for any budding mixologist. Sip a mean Mancino Manhattan at GONG at the Shard or available to buy at Harvey Nichols or Master of Malt. Perfect as a chilled aperitif or for cocktail inspiration go to www.mancinovermouth.com

8. Gin Mare establishes a new benchmark in the luxury gin category, with an innovative pan-Mediterranean concept that unites the different cultures around its shores and uses the finest botanicals to be found in the region. Arbequina olives, thyrne, basil and rosemary. Four Mediterranean ingredients that united with juniper, corlander, cardamom and circus provide a unique Gin capturing the essence of the Mediterranean. Its gastronomy, its climate, the land and the sea. Gin Mare is exclusive in its blend and hand crafted elaboration. Visit www.caskliquidmarketing.com for further information.

9. Brown Bear* produces delicious artisan-roasted, gourmet coffee from around the world. From bean to bag, Brown Bear ensure that your coffee is packed with flavour, and has been sourced responsibly. Sign up for an account, and with each purchase you'll earn Brown Bear Beans to use towards future purchases! Quote GQT5 to receive I5% off until 30th September 2015. Visit provincearco to find out more.

10. Double Rock on Ice: the signature cocktail of Alaskan Rock vodka. Made in Australia this award winning small-batch spirit is double distilled using matted barley and presented in gorgeous black glass numbered bottles. Not your everyday vodka. So much better. Visit www.alaskanrock.com #responsibly

11. The West Winds Gins were created by four intrepid and adventurous Aussies who had a vision to produce distinctive styles that would rival the best in the word. Unashamedly different and uniquely Australian. The West Winds Gins are inspired by seafarers and distilled by craftsmen. They are Damn Fine Gins, from Australia. Visit www.thewestwindsgin.com

12. Armit Wines. Sardinia is a wine region to watch, with producers such as Agricola Punica making wines with personality, beautiful aromatics, depth of flavour and most importantly elegance. This Monlessu 2012 is a great introduction at only El6 a bottle. Order now at www.armitwines.co.uk or cal 020 7908 0655. Use code GQSEPT2015 for 10% off your first order. Minimum order 1 case of 6.

13. Born in New York, raised in the UK – Zing Yodka is a social statement for the ultimate indulgent drinking experience. Its illuminating bottle and unique hexagonal shape can be found in ultra exclusive clubs from LA to London to Hong Kong, the ultimate show piece for the late night provocateur. Zing Yodka's crystal clear purity offers a reinvigorating taste of refined smoothness and the Super Premium Yodka is also available in a district Red Velvet alternative, a classic recipe reinvented. For more information visit www.zingvodka.co.uk

14. Arran Single Malt Whisky. Produced by the independent, Scottish-owned Isle of Arran Distillery, The Arran 10 year-old Single Malt is fresh and vibrant with creamy notes of varilla, citrus and tropical fruits. The perfect gift for the whisky aficionado which can't be found on every supermarket shelf. RRP £34.99, available from specialist whisky shops or from www.arranwhisky.com call 017/0 830 264.

15. Your Tea. Man Tea is designed to enhance the growth of muscle mass and size, whilst promoting a lean, cut frame Free of sugar, chemicals and preservatives – this blend is designed to not only compliment, but also enhance physical results, Visit www.uk.yourtea.com for further information.

16. Douglas Laing's Scallywag Speyside Malt Scotch Whisky is a sweetly spiked and richly fruity liquid presented in a most charming bottle. Try it in a Manhattan cocktail. The sherry-matured spirit lends itself beautifully to this sweet classic concoction, garnished with a cherry. Scallywag is available to buy online from MasterofMalt.com and the TheWhiskyExchange.com.

17. Butler's Gin is an artisanal, craft spirit produced in East London's first gin distillery in over a century. Produced in a 20 litre jar and inflused for 18 hours, each bottle is hand bottled, hand signed and made to order. Butler's Gin is available to purchase for £31.50 from www.burltersgin.co.uk including free next day delivery.

18. The Conker Spirit distillery is perched on the sunny clifftops of Bournemouth in Dorset-what better setting for crafting small batch spirits? Their Dorset Dry gin is a refreshing take on a classic, delicately balancing the Dorset notes of elderberries, samphire and handpicked gorse flowers. With just 60 bottle batches, you'll have to hunt down the Dorset Dry this summer. That's the Spirit Buy at www masterofmait.co.uk or visit www.conkerspirit.co.uk





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Claire Pilton goes continental and visits four very different destinations in Europe



ed is the best place to appreciate the glorious groin- and barrel-vaulted stone ceilings that feature throughout Essentis Properties' masserie (1). Just like the original 'fortified farmhouses' that are unique to southern Italy, each slab of stone is hand-cut by artisans. Essentis has its own stonemason academy and quarry of pietra leccese, the fine-grained, creamy-yellow limestone that earned Lecce its sobriquet 'Baroque Florence'. The contrastingly rustic masserie, 'provide a sanctuary for clients who are running away from the jet set. In a century of decadence, one of the privileges of wealth is to enjoy the simple life.' A philosophical opportunist, Francesco Carlucci launched Essentis in 2007, 'just as the crisis started. We've since developed 27 masserie in Puglia, seen our prices triple and secured the area's top €20 million sale. Now Puglia has peaked, we are putting Matera on the map!' Best known for its cave homes that received UNESCO World Heritage status in 1993 and celebrity cachet with Mel Gibson's The Passion of Christ, the province stars in Ben-Hur next year and is to be 2019's European Capital of Culture. Rated the safest place in Italy, Matera combines a great climate from March to November, good connections to the coast and panoramic views. Incorporating hilltops and olive groves, the Essentis plots, 'are all within 10 minutes of an historic town but in the middle of nowhere'. Priced from €2.5 million, each masserie is bespoke and inherently individual. 'We're not into gated estates. You can sleep with the door open here.'

Awarded UNESCO World Heritage status in 2011, the Serra de Tramuntana mountain range forms the backbone of north-west Mallorca (2), extending 55 miles between Andratx and Pollenca. Within a stroll of Pollenca's old town,

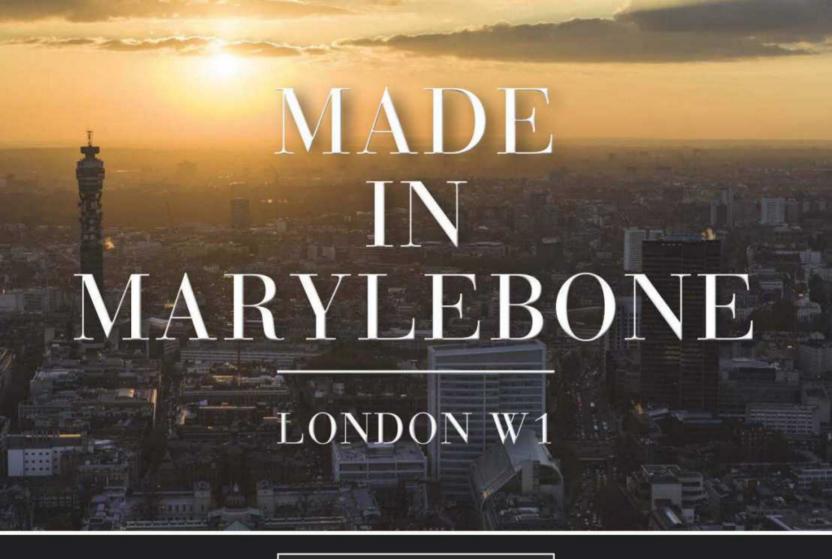


on the plain of La Font, an enchanting country house is for sale with nine acres of land. 'You won't find any bling or gold chains here,' says its English owner who, unlike many of the island's second-homeowners, has loved and lived in his idyllic retreat for over 15 years. Dating back to 1873 and restored in 1998, it has eight bedroom suites ('any more and you start running an hotel') and a huge living area with a snug, music room, billiard table and dining room. Outdoors there is a summer kitchen and grill, a choice of terraces, a swimming pool and wonderful mountain views. Engel & Volkers is quoting €4.5 million. Alternatively, a wave away from Lord Lloyd Webber's blue-shuttered homestead in star studded Deia, €5.95 million will buy a modern and immaculate four-bedroom house with a sizeable terrace where the pool, sun deck and veranda all enjoy valley vistas.

The arrival of Graff affords a suitably glittering addition to Limassol Marina (3) on the southern coast of Cyprus. Despite the current economic climate, the island's most ambitious, $\[mathebox{\ensuremath{\ensuremath{G}}}\]$ ambitious, $\[mathebox{\ensuremath{\ensuremath{\ensuremath{G}}}\]}$ on the southern coast of Cyprus. Despite the current economic climate, the island's most ambitious, $\[mathebox{\ensuremath{\ensuremath{G}}}\]$ described ambitious, $\[mathebox{\ensuremath{\ensuremath{G}}}\]$ of shops and boutiques, a spa and fitness club — has exchanged contracts on over $\[mathebox{\ensuremath{\ensuremath{G}}}\]$ million of residential property. Of the 121 apartments released to date, 90% have been sold, with a further 41 launching later this year. And 25% of the 74 villas have also exchanged, including the two largest at $\[mathebox{\ensuremath{\ensuremath{G}}}\]$ million apiece. Offering two, three or four bedrooms, the villas start from $\[mathebox{\ensuremath{\ensuremath{G}}}\]$ million. Most have a private pool in their garden; all enjoy direct access to the beach or a private berth attached to the property. Located at the crossroads of three continents, Cyprus is the newest superyacht destination in the Eastern Mediterranean. Operated and managed

by Camper & Nicholsons, Limassol Marina provides berths for 650 yachts and has already welcomed vessels of 88m and 97m. For those who've left their yacht at home, Sunseeker has also opened here.

Over 180 miles off the coast of North Africa, the European island of Tenerife (4) enjoys the best of both continents. Yet despite its super-sunny sub-tropical climate and fiscal advantages, Tenerife may not be somewhere you'd aspire to own a holiday home... until now. The Abama Luxury Residences are being built on a former banana plantation on the island's west coast. The 400-acre resort is already home to the Ritz-Carlton Abama hotel; a five-star edifice with no fewer than 10 fabulous restaurants (two with three Michelin stars between them), seven swimming pools, a spa, beach club, tennis academy with seven courts and a David Thomas-designed 18-hole, par-72 golf course complete with 22 lakes and 25,000 palm trees. Abama property owners will automatically enjoy discounted access to these amenities, in addition to their own private facilities. The opening of an ocean-facing owners' Social Club with a restaurant, swimming pool and gym coincides with the completion and occupation of the first phase of 24 apartments. Built to a Moorish design, the second phase of one-, two- and three-bedroom apartments all have large alfresco terraces and start from €350,000. Alternatively the eight Bellevue Villas are detached turnkey properties with three or four bedrooms and views over the 8th tee to the Atlantic beyond. With four sold, they cost from €1.65 million. For those who would design their own dream retreat, Abama's Custom Villa Plots, which start from €300,000, all sport glorious golf and sea views. The bespoke brigade should allow €2 million plus.



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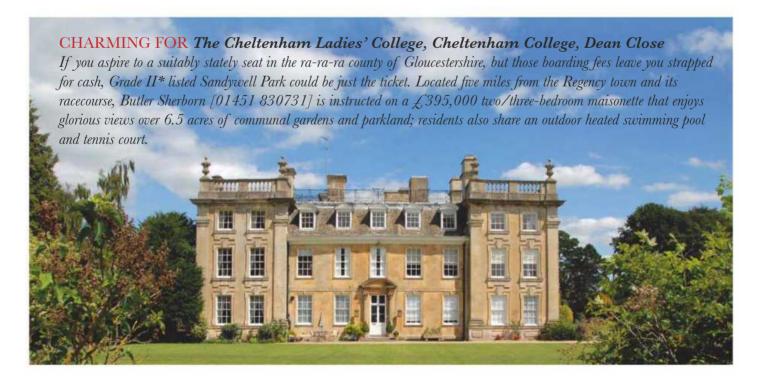




The school run takes on a new meaning when children board. *Claire Pilton* looks at property for the world's most generous parents

"Britain is recognised the world over for its education," says Fionnuala Earley of Hamptons' Research who reports, "a correlation between an area's desirability and the existence of good independent schools. According to the ISC, Britain has 24,000 overseas children in education, up from 20,000 in 2007." As competition for places and boarding fees increase, so international buyers

fuel the growing number of London-weekenders. "They are looking for a second home within sensible proximity of their children's school and a station for their weekly commute. Ideally it will have all the toys. Tennis courts and swimming pools are high on the wish list; flat lawns are a bonus for croquet or future wedding marquees," observes Charles Chute of Savills Country Department.





BRILLIANT FOR Bryanston, Canford, Milton Abbey, Sherborne Girls, Sherborne School

Wilton Place is set in two-acre gardens in the heart of the pretty Wiltshire market town of Wilton, three miles from Salisbury (Waterloo 83 minutes). Combining convenience and seclusion, the generous eight-bedroom accommodation includes a 12-seater kitchen/breakfast room and a house-keeper's annex. Strutt & Parker [020 7629 7282] is seeking £3.95 million.



TERRIFIC FOR Tonbridge, Benenden and Sevenoaks School

Some three miles from Tonbridge town centre, the school and station [Charing Cross 40 minutes], a seven-bedroom grade II family home is on the market for £1.75 million through Humberts [020 7594 4746]. Within its four acres is a walled garden with a swimming pool and a tennis court that is thoughtfully hidden from the house.

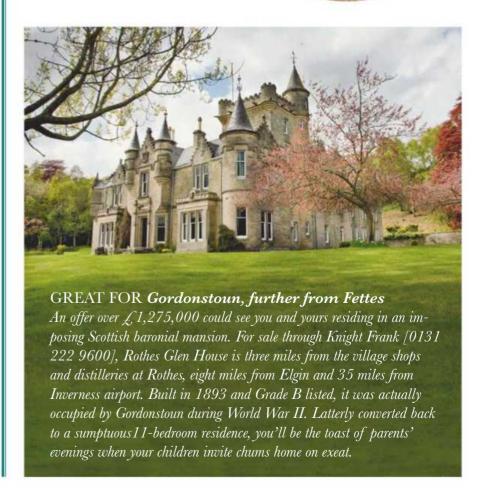


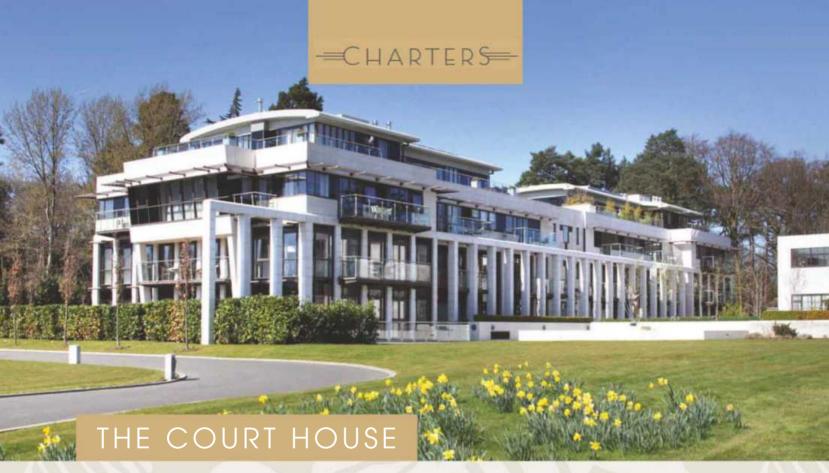
WICKED FOR Wycombe Abbey, Radley College, St Edward's Oxford

Lock up your daughters' in this charming moated farmhouse at Broughton, 1.8 miles from Aylesbury, Bucks (Marylebone 60 minutes).

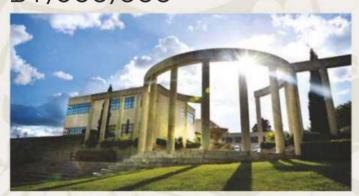
Featuring exposed beams, a bread oven and inglenook fireplace, the grade II former hall house costs £1.1 million through John D Wood [01865 311522]. It has five bedrooms and 2.2-acre grounds with a paddock and stream.







3 bedroom duplex show apartment, complete with furniture £1,350,000







Nestled in over 20 acres of private landscaped grounds, Charters is an iconic development of prestigious two and three bedroom apartments offering secure luxury living of the highest standard.

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Bath's timeless appeal

After 25 years in the property industry, residential property broker **Christine Penny** was inspired to launch her own business. Now she successfully helps private clients buy and sell in her home city of Bath. She talks to **Lottie Laken** about her bespoke property service.

There are lots of property agents out there. Why should people choose Christine Penny?

Making good property choices is important, which is why our approach is based on the big picture. We are motivated by long-term successful relationships, not corporate targets. Our focus is on meeting our clients' needs, a service which doesn't end when a property is bought or sold. We know our market inside out and have an enviable list of quality connections, allowing us to offer clients opportunities before they become public.

Can you describe a typical working day?

Because we provide more than a buying and selling process, every day is different. We usually begin at 6am by contacting our international clients, many of whom are expats. We research the market, arrange meetings with architects and planners, and connect our clients to professionals who advise on tax and financial planning. We visit properties that we have been invited to offer 'quietly', and recommend suitable marketing campaigns. If a client wishes to sell on the open market, we help select the most suitable agent. We plan itineraries for clients visiting Bath, and we manage

property for clients in their absence. There is no 9 to 5 and we don't close up shop. In fact most of our business is conducted out of normal office hours.

Many of your clients are high profile individuals. How do you help them maintain privacy?

We hold privacy in the highest regard. Confidentiality is the cornerstone of our success and is a big part of our return business. Most of our buyers prefer to purchase quietly and off the market. We understand this and adhere to a strict code of conduct.

Why buy in Bath?

The list is endless: it can compare to London, it has education, infrastructure, parks, recreation, sports, shopping and restaurants. It has architectural excellence and like-minded people. Bath isn't a recent discovery, its history predates the Romans and it continues to be a vibrant lifestyle destination.

Bath is a popular destination for people moving from London and from overseas. What advice can you give to those looking to relocate to the city? It's always a joy to show people around this wonderful city and introduce them to the unique architecture and properties. Our advice is get to know your market. A good place to start, that could save time and money, is by contacting us at www.christinepenny.co.uk

Why did you become a residential property broker?

I am very passionate about Bath. I am aware of the interest in property. I want to give 100 per cent to 10 people rather than 10 per cent to a 100 people. This business is not just about property, it is primarily about people. That's what we do – we make our clients feel special and valued.

What's your favourite thing about your job?

Two things: the excitement of a new day and the people. Although our business is property, the value of my job comes from the people I meet and the satisfaction of successfully concluding business for them. ◆

For further information, visit www.christinepenny.co.uk

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NOTEBOOK

Rosemary Brooke gets the inside track on this month's property highlights

Playing for keeps

Those familiar with international polo will be aware of Ritz-Carlton Residences' involvement with British Polo Day in Morocco, and the event's spectacular location at Inan Amar Polo Club, close to Marrakech. With construction started on a five-star Ritz-Carlton hotel, there are now opportunities to buy residences on the estate. Priced from £,650,000, many look directly onto the polo fields and all come with private pools, terraces and gardens. Ownership provides access to the polo club, along with a host of additional benefits. For more information, visit www.rcr-marrakech.com





BIRTH OF A LEGEND

One of Dubai's most luxurious new developments is speeding towards completion. At Living Legends, 80% of the residential units have already been sold, with the first set of properties set to open. With 500 villas and 12 apartment towers, along with a community club house, shopping centre, hotel, schools and even a nine-hole golf course, Living Legends is creating a stylish, self-contained community in the heart of Dubailand. It's an opportunity that promises dividends - both in return on investment and lifestyle. For more details contact 00 971 4556 0888; www.thelegends.ae





CREDIT WHERE IT'S DUF

Over the last decade, the process of negotiating credit has changed considerably. High-net-worth investors know the value of experienced advisors, who have the specialist knowledge to enable clients to conduct transactions smoothly. 'Our experience, relationships and points of influence are truly the difference,' says Harry Lewis of W Coleman & Co. As a specialist used to arranging loan facilities at the highest level, he's well placed to assist real-estate investors in the UK and beyond. You can contact him on 020 7581 8121 or email hol@w-coleman.com



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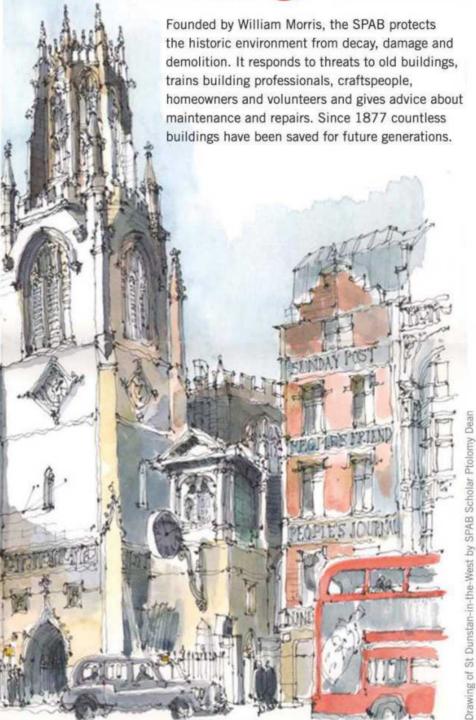


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Vital STATISTICS

Taking the measurements of the GQ world



The best boxes from which to watch the top Premier League clubs

ARSENAL

Book: Box 1 (via the Matchball Sponsor Package)
At: Emirates Stadium
Price: From £2,000 per person

ACCOMMODATES: Four

POSITIONING: Next to the directors' box,

in the middle of the pitch

YOU WILL MEET: A current first-team player

- and receive a signed ball

YOU WILL VISIT: The pitch before kick-off and the dressing room before the warm-up YOUR NAME: Will be in the match programme DINING: Five courses: expect lemon sole or rack of lamb, with complimentary wine and beer, plus snacks at half time

TO DRINK: Anything – just request in advance



SOUTHAMPTON

Book: Executive Box Number 37 At: St Mary's Stadium Price: From £230 per person

ACCOMMODATES: Up to ten
MATCH-DAY GIFTS: Everything from club
cardholders to Veho headphones
FAMOUS GUESTS: Eric Clapton and, er,
the Weasley twins from Harry Potter
TO BUY: For the entire season the box costs
£44,500, which allows you to use it on
non-match days for private events
YOU WILL SIT: Between Itchen centre
and Itchen north

PERSONAL CONCIERGE: Get an account manager to book tickets and organise special events

MANCHESTER CITY

Book: The Chairman's Club At: Etihad Stadium Price: From £250 per person

ACCOMMODATES: 220

BEST SEATS IN THE HOUSE: Just above the tunnel and the subs' bench, block 126
FREQUENTED BY: Jamie xx, Noel Gallagher THE CHAIRS: Heated Olympian-style seats HAVE A FLUTTER: Betting facilities available DINING: Five courses with complimentary wine and beer; snacks at half-time FOR YOUR MAIN: Anything from rump of Herdwick lamb to crispy-skinned smoked cod 2.18: Goals scored on average per game last season, the highest in the Premier League

CHELSEA

Book: Private Suite Number 16 At: Stamford Bridge Price: From £595 per person

ACCOMMODATES: 16

TO EAT: Veal escalope, handmade gnocchi, plus options from an alternative Thai menu ON ARRIVAL: Champagne and canapés VIEW: Facing the side of the goal FREE GIFTS: Expect everything from leather coasters to Chelsea umbrellas STRANGEST REQUEST: A client once brought in a cuddly toy and wanted pictures taken of it around Stamford Bridge (above) 1.92: Goals scored on average per game last season

SWANSEA CITY

Book: CU29 Suite At: Liberty Stadium Price: From £299 per person

ACCOMMODATES: 14

PLAY: FIFA 16 on an Xbox One while you wait for kick-off, on a 55in LED TV PERSONAL HOSTESS: Who will bring you champagne before the game NAME ON THE BACK: You and all your guests get a customised home shirt each BESPOKE DINNER: Available for your guests – just tell the chef what you want in advance FREE GIFTS: Keyrings, chocolate truffles LOOK OUT FOR: Catherine Zeta-Jones POSITION: Corner of South/East Stands

MANCHESTER UNITED

Book: The Museum Hospitality Suite At: Old Trafford Price: From £249 per person

ACCOMMODATES: 180

N2407: The best seats going in the adjoining
Sir Alex Ferguson Stand
DINING: Upscale hot and cold buffet including
fillet of sea trout and rump of lamb
DRINKS: Champagne on arrival, Singha
beer and Casillero del Diablo wine
PAST PLAYER VISITS FROM: Dion Dublin,
Andy Cole and other Old Trafford legends
FREE GIFTS: Paul Smith trinkets, mini footballs
IN THE MUSEUM: Becks' boots, Cantona's
shirt and the treble trophies

TOTTENHAM HOTSPUR

Book: The Club Legends Box At: White Hart Lane Price: From £479 per person

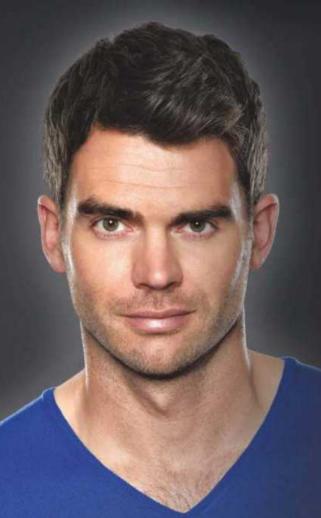
ACCOMMODATES: Seven

PLUS ONE: You will also sit with a past player POSITION: Centre of the West Stand FOOD AVAILABLE: Luxury buffet including maple-glazed salmon and soused herring WINES ON OFFER: Chablis Premier Cru, Salentein Reserve Malbec, Sancerre PAST PLAYER APPEARANCES: Ledley King, Ossie Ardiles and Pat Jennings STRANGEST REQUEST: Pie, mash and... whisky THE SPURS LEGENDS XI: Your opposition if you also book the pitch for a kickabout (optional)

LIVERPOOL

Book: Large Executive Box A1 At: Anfield Price: From £220 per person

ACCOMMODATES: Up to 22
YOU WILL EAT: A full English for early kick-offs; something more sophisticated for later games, such as poached salmon BET IN PLAY: With the in-lounge facilities YOU WILL SIT: On the Centenary Stand next to Anfield Road
WATCH: LFC TV before the game to get you in the mood, on your private TV
ALSO USED BY: The broadcast teams
A VISIT FROM: David Fairclough, Jimmy Case and, just maybe, Steven Gerrard



James Anderson

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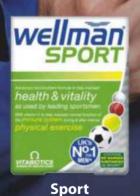
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